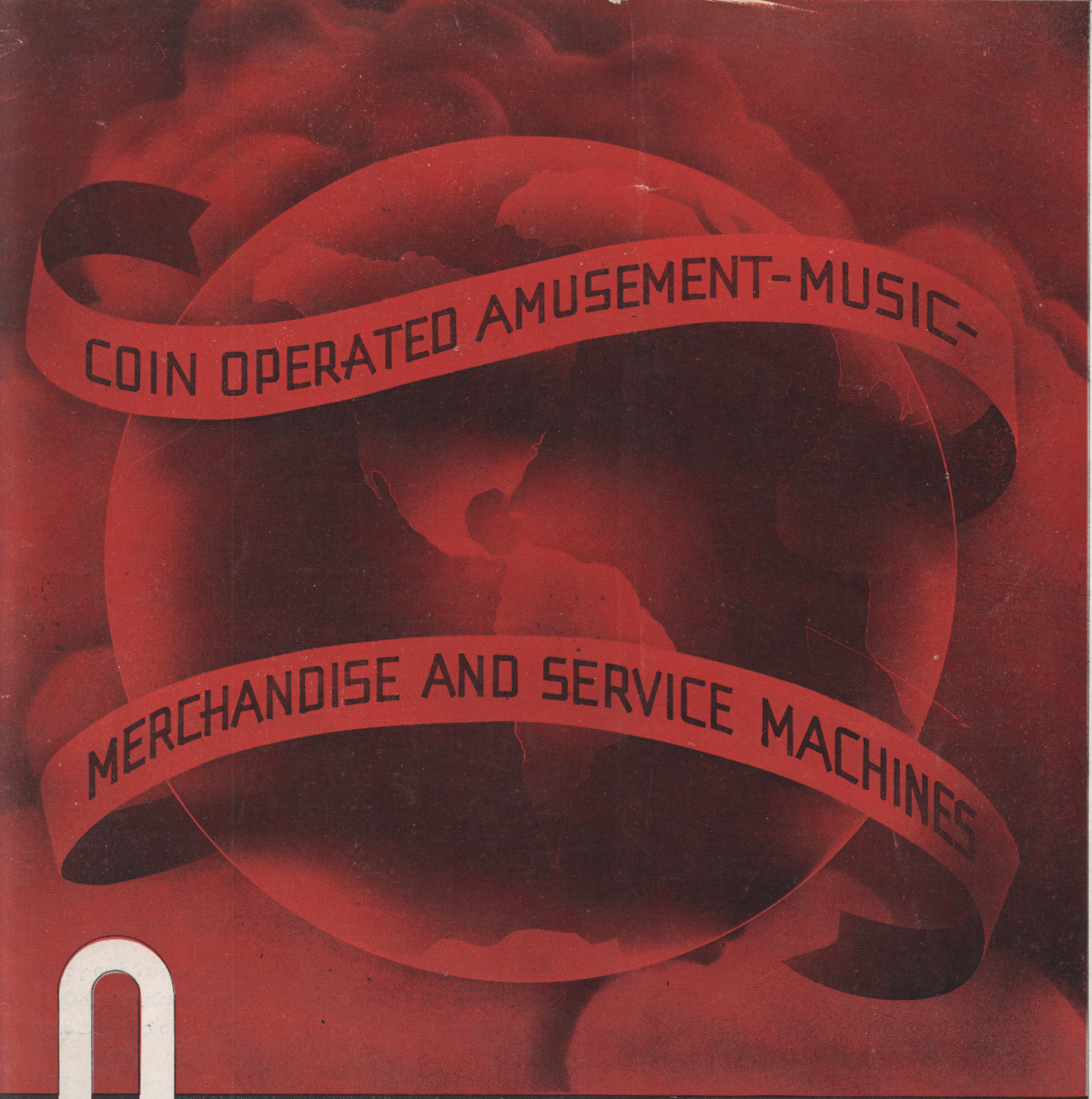

AUTOMATIC WORLD

VOLUME 10

APRIL, 1940

NUMBER 5

ENTERED AS SECOND-CLASS MATTER JUNE 19, 1931, AT THE POST OFFICE AT FORT WORTH, TEXAS, UNDER THE ACT OF MARCH 3, 1879.

ROCK-OLA *for '40 is Sweeping the country*

LOGICALLY SO ... *because* THE BUYING TREND FOLLOWS THE GREATEST VALUE!

And no other phonograph gives the many plus values that have made Rock-Ola Luxury Lightup models favorites with operators and locations the world over—beautiful, illuminated, no-stoop, no-squint Line-O-Selector—colorful, translucent lighting—built-in tone chamber—tested 99 percent slug-proof coin chute—all these important features in addition to twenty-two mechanical improvements. This is why Rock-Ola's Luxury Lightup Line for '40 leads the value parade with the finest group of phonographs ever to leave an assembly line.

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ROCK-OLA

800 N. KEDZIE AVENUE,

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ROCK-OLA SELLS TO OPERATORS ONLY

STRIKE UP THE BAND ★ IT'S ROCK-OLA FOR '40

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

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822 Carondelet Street — NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

Checking the Spots By ... Tom Murray

Hush Little Coin Machine,
Don't You Cry,
That Old Summer Slump,
Has Gone By, By.

No sir, there just "ain't" no such creature anymore in the coin machine operating business. Ten years ago the coin-operated device industry almost closed house during the hot summer months, but not any more. Of course that was back when there was not much coin machine business anyway and it made very little difference. But today things are different. The coin machine industry is BIG BUSINESS and is needed during the summer same as any other season. We predict that the 1940 summer business will be grand, especially for the wide awake operators.

* * *

It's not a question of being "an old time operator" in this business. After all, things simmer down to the cold facts of "do you make any money as an operator?" Operating is like any other business, some do well while others do not do so well. However, no one should censor the operator who does not do so well because he is needed in this business same as the "big shot" is needed. What gives us a pain in the neck is to hear some "old time operator" who is just getting by, always telling the world what's wrong with this business. He usually pans the new operators and most o fthe manufacturers and says the whole business has gone to the dogs. I guess, though, that the reason so many of the "old time operators" are sore, is because some live-wire beginners have stepped in and are really going places in their territory.

* * *

We have never been able to figure out why there is so much credit done in the coin machine business when every player pays cash for his amusement or service or merchandise.

* * *

Surely our business is alright when operators complain about cash boxes not being big enough. That's right. During the past week I had three operators register complaints about manufacturers not building larger cash boxes on their machines.

* * *

Have you read the article "Red Nickels" which appears in this issue?" If not do so and if you agree or disagree with the writer, let us know. Remember, your letters are going to be published. This magazine believes it is high time the operators made a little money out of their business the same as the location owner. We need the locations but if operators can't make any money out of a spot, why keep it? Come on and give us your side of "Red Nickels" and we'll publish it for the benefit of all our readers.

* * *

Our hats are off to Folsom and Brown, distributors of Dallas, Texas. In advertising their ball gum venders they say "IT IS EASIER TO SELL GOOD BALL GUM THAN IT IS TO GIVE AWAY POOR BALL GUM." That's truthful advertising and we suggest that a lot of the big national advertisers take notice. Quality will sell and always at a fair price. Shoddy stuff is even hard to give away once it is known. This thought can filter all over our business if we'll just let it. So, stop and think.

* * *

Tractors nor any other sort of machinery, didn't create the "Grapes of Wrath" clan. The opportunity that came to the land owner to let his land lay out put the Joads to hitch hiking. Most of them at least.

* * *

The annual coin machine show is a fine affair and we need it and it should be well supported every year. Jobbers and Distributors as well as Operators are given an opportunity to feel the trend of the industry and mingle with members of their clan from every state. It is an affair that should have the support of every division of the coin-in-the-chute industry. We hope to see that support in evidence for the 1941 show.

* * *

That guitar picking governor of Texas, W. Lee O'Daniel, is launching his own weekly newspaper. It will be published at Fort Worth and will have an initial start of 140,000 impressions. Just what Pappy will tell the folks of the state remains to be read but he has promised them some "red hot" stuff right off the assembling line. One thing you can be sure of. He will be reelected governor of Texas unless a mighty good man is groomed to battle him. Those old folks still say "he's a mighty good man." O'Daniel will give the best of them a real run for their money and they all know it. It's hard to beat any man for office in Texas when he's asking for his second term. Texans believe that any man should have two terms before putting him out.

COMMUNITY JOOKS

From "Needle Point Notes" official organ of the Florida Music Operators Association.

How many machines do you have installed in the American Legion Clubs, the Chambers of Commerce, and Civic Centers? Are you doing your part for your community? Your livlihood is earned from business in your community, and there is a debt that you owe. But irrespective of this debt, it is good, sound business for you to create public sentiment in your favor by furnishing, at a loss if need be, the necessary automatic phonos for public centers. This will not increase your revenue from other sources, but will, in the long run, tend to build up your business.

In this connection the Baker County Press published at Macclonny, Florida, had the following to say, on March 8th, about Director Simon Wolfe:

"This issue finds pleasure in devoting space to a prominent man who has filled his post in a manner which has won the respect of everyone of Duval county. We take great pleasure in presenting to our readers the name of Simon Wolfe, the owner of the Southern Amusement Company, with offices at 470 Riverside Ave., in Jacksonville.

"Mr. Wolfe is one of the able men who have filled this important post in an efficient manner. He is one who has taken care of the duties of his business with the greatest of ease.

"He believes in using strict economy and this is one of the contributing factors for the great success and the popularity he has gained with the people in the northern part of Florida. With the assistance of his staff he has been able to render a service to the people of Duval county which is unexcelled.

"He has been one of the most thorough and conscientious men in the amusement business and his word can be counted as his bond. This is a man who takes a great interest in the duties of his company, and the people can rest assured of his ability to carry out the responsibilities of his business.

"Simon Wolfe is a great leader and is always working indefatigably for the best interest of the county of Duval as well as the state of Florida. He can be counted upon to share his part of the responsibilities in any civic matter which will benefit this section, and the writer of these facts extends to Mr. Wolfe his best wishes for his continued success."

"RED NICKELS"

By A PROFESSIONAL OPERATOR

▶I have been operating coin machines for ten years, but for the most part, have always operated illegal equipment and naturally I have made quite a few friends as well as enemies while operating the illegal machines.

In the past, when I got a spot I would call one of my fellow operators and give him the phonograph location. But recently, to better protect myself and better serve my locations, I decided I should enter the phonograph field. So I looked at all the different makes of phonographs and decided upon the make I would buy. Then I went to my locations and told them that I was now in a position to furnish them with phonographs. Of course, some of them were close enough to me to tell me to bring them my machine and they would call the other operator and have him remove his.

My first location, however, was a new nite-spot, just opening. Two very good friends of mine were the owners. They promised me that I could install the phonograph.

Before they could get opened other operators began making them bids. Some of them offered as much as $300 or $350, either in money or the equivalent and some offered as much as 60 percent of the receipts.

I was dumbfounded by all these propositions. I says to myself, "Boy, you've finally got in the money. If these fellows who have been operating phonographs for years will offer $300 for a spot or offer 60 percent of the receipts and still be able to make money, then there certainly must be a lot of dough in phonographs." Boy, was I happy. At last I had found something legal by which I could make plenty of money.

Well, the place opened with a bang, and I also got a bang, for one of the proprietors rushed up to me and says "Where are my RED NICKELS?" I asked him, "What Red Nickels?" And he says "The Red Nickels I am supposed to play the phonograph with." Well! again I am dumbfounded, so much so that I says "Come over here and let's sit down and you tell me the story of these 'Red Nickels'." So we sits down and he says, "Well, when I had the 'Whatsit Tavern,' Bill Whosit had the phonograph in there and he painted nickels red and gave them to me to play the phonograph with and when he checked the machine he would give me back all the Red Nickels." "Well, I says, "so far so good, but just why do you play the phonograph, in the first place and just why does he give you back these nickels in the second place?" "Well," he says, "my customers want music so when they come in and sit down I just goes over and drops a nickel or two in the phonograph to get them started." So I says, "Well, do they dance?" "Oh, yes," he says. "Well," I says, "When the phonograph gets through playing your red nickels, then what happens?" "Well," he says, "If two or three pieces don't get them I try another one." "Well," I says, "Do they still get up and dance?" "Oh, yes," he says, "Always." Or, he says, "Maybe a party comes in for dinner and while they are waiting for their order I go over and drop in a few nickels and they get up and dance, and it helps MY business."

So, I says, "Well, are you through telling me why I should give you 'Red Nickels'?" And he says, "Yes, he's through and that he believes that he has proved to me beyond a shadow of a doubt that "Red Nickels" help HIS business.

So I says, "Yes, I agree with you. You have showed me where 'Red Nickels will help YOUR business but you have failed to prove to me the most important thing of all, how do I make any money out of your Red Nickels?" Well, he "seen I had him," so he gets mad. I thought that I was the one who should get mad. I figured that I had been insulted by him, taking me for such a sucker as to fall for his "Red Nickels." Well, I didn't.

I said, "Listen, Mr. Merchant, you and I are friends and have been for a long, long time. I have operated with you for years, all types of coin machines and you have never before asked me to operate a machine in your place without making a profit out of it. You don't ask me to furnish you with cigarettes so you can get your customers started buying cigarettes, so why should you ask me to furnish you and your customers with music?" I told him that I wanted the spot for only two reasons. One, was to make him all the money I could and the other was to make myself all the money I could. That the only way I could possibly furnish him with a good phonograph and good late records was for me to make a profit out of the machine. And that if I couldn't make a profit out of the machine then I didn't want the spot. That I thought if his putting nickels in the phonograph helped his business so much he ought to be willing to furnish the nickels. And that the only way I could or would operate with him was that every nickel in the phonograph would be split 50-50.

Well, his partner says he had never looked at it that way but that it sounded reasonable. So it was agreed.

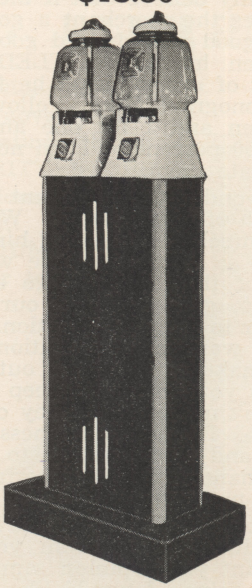
To date, the phonograph has averaged about $55 per week and believe you me, it is divided 50-50 down to the last nickel, regardless of color.

My next experience was when I moved an old established phonograph operator out of one of my best friend's spots. I found that he had installed a button so that the cashier or other employees could push this button and have music. Very fine indeed, **for the help,** but what about the operator? Well, immediately, the cashier called me and asked me when I was going to install her button and when I told her I wasn't going to install any button, one of the waiters caught her as she fell. When she revived, she asked about the "Red Nickels" in place of the button and when I told her that there wasn't going to be any "Red Nickels" she swooned again. Just imagine me, taking her music away from her, of all things. Well, she promptly started giving me trouble. This location had a band and after the band would stop playing she wouldn't plug the phonograph in. The nickels would slip through and not play and she would have to refund the customer his money. Well, I went to the owner and explained the situation to him. Explained how this arrangement couldn't possibly make him or me any money. I made him a proposition, that he take his last two

DON'T BUY
UNTIL YOU TRY

KING Jr. 3.95
(Send for Circular)

De Luxe Silver King Unit
$18.50



SEE YOUR JOBBER, OR WRITE
AUTOMATIC GAMES
2425 Fullerton Ave., Chicago

weeks' receipts from the phonograph under the "button system" and compare these receipts with the first two weeks' receipts under my system and if he wasn't satisfied that I would remove my phonograph and let the "Button Boy" put his phonograph back in his spot. Well, his part of the receipts for the last two weeks had been $7.00. The first week under my system the phonograph ran $22 gross, $11 each and the next week it ran $34 gross, $17 each. Where he had $7 under the "Everybody Push the Button System" he made $28 under the "Play it if you want to and if you don't, leave it alone" system.

I believe that the public is well educated to play a phonograph but they are also smart enough to catch on that if they don't play the machine that the merchant will and they just sit and wait until the merchant plays it, then dance and when it is over sit down and wait for the merchant to play it again. But IF THE MERCHANT DOES NOT PLAY HIS MACHINE THE PUBLIC WILL. I have proved this to myself and before I install a phonograph I have it thoroughly understood with the merchant that every nickel that I find in the phonograph is going to be divided 50-50 and did you know that at this percentage there are statistics to prove that after the operator's expenses, records, parts, dep. salary, etc., are deducted he is only receiving 10 percent of the gross of the machine? Really the legitimate way we operators should work, and I know operators in other states who do, is to deduct, at least the cost of the records and then split 50-50.

Of course, I have run into this same "Red Nickel" business everywhere and I have always used this same argument and I now have ten new phonographs on location and believe it or not I haven't given one single 5c piece back to a merchant yet and I don't intend to start it.

I firmly believe that if the operator gives the merchant a good machine, good records and good service, then he is ENTITLED to 50 percent of every nickel he finds in his phonograph, Red, Yellow, Blue or Green and I for one am going to get 50 percent or I am not going to operate them.

No wonder the merchant expects so much of the operator. We bring it on ourselves by letting him think we are so afraid that we will lose the spot that we will go even so far as to give away all our profits in order to keep the location. What do you want with a location if you can't make any money out of it? It costs you money to keep it so if you can't make any money out of it let it go. I'm not in business for my health and I can't afford to furnish a merchant with free entertainment for his patrons.

What do you think about it? Let Tom Murray hear from you. He will print your opinion same as he printed mine. I would like to hear your defense for "Red Nickels." I would like to know "how" free music helps the operator. Let's have this thing out now. Are you for or against "Red Nickels?"

This very petite lassie is Miss Lynn Stelle and her background is a Rock-Ola Super Luxury Lightup Phonograph. This picture was posed during the Rock-Ola 1940 Grand Showing at Stelle & Horton, Rock-Ola Distributors, Houston, Texas. By the way, Miss Stelle's pet cat answers to the musical name of R-o-c-k-o-l-a. Congratulations to the Stelles' for such a charming daughter.

Time Dandruffs On

A fly was walking with her daughter on the head of a man who was very bald. "How things change, my dear," she said. "When I was your age, this was only a footpath."

DECCA RECORDS

Decca Records have always been the operators' friend—The biggest hits first—best selling artists—and the only wholesale factory record service for ops in the business—ALL AT A LOW PRICE.

DECCA HITS ARE FIRST ON THE MARKET

BEST MONEY-MAKING RECORDS TO BE HAD

Order from any of the Offices Listed Below

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.
508 Park Ave. Dallas, Texas
1313 Dallas Ave., Houston, Texas.
72 Central Ave. S. W., Atlanta, Ga.
632 Madison Ave. Memphis, Tenn.

HEALTHFUL

KORN PARCHIES

STATE DISTRIBUTOR

F. C. Ewing Co.

P. O. Box 857 Phone 2-8648
1416 E. Lancaster FORT WORTH

Please Mention Automatic World When Writing Advertisers

A view of Stelle & Horton's attractive showrooms in Houston, Texas, during the Grand Showing of 1940 Rock-Ola Luxury Lightup Phonographs. Left to right: Hans Von Reydt, recently appointed Rock-Ola District Manager; Fred Finch, Manager of the Gidden Phonograph Company; Mrs. I. D. Gidden, owner; and Harold Horton, of Stelle & Horton, Rock-Ola Distributors.

OPERATORS, MAKE A DATE WITH Bally BEAUTY

HIGH-SCORE HIT

WITH NEW TRIPLE-SCORING FEATURE

At last! A really new high-score idea! KEY-LIGHT BUMPERS, flashing on and off, decide section of backboard in which each hit scores! Player shoots to build up score in RED, YELLOW OR GREEN section—or all three! Key-lights flash in suspense-creating rotation—but can be controlled by skill!

6 WAYS TO WIN!

No wonder high-score fans flock to BALLY BEAUTY—insuring sensational collections! Get your share. Order BALLY BEAUTY today!

FREE PLAY OR NOVELTY

QUICK CHANGE ON LOCATION

SPORT SPECIAL

FREE PLAY "BUY-THE-BOARD" MULTIPLE

All the high-speed money-making features, precision engineering, de luxe style of Bally's famous pay-tables . . . plus trouble-free 4-MULTIPLE FREE-PLAY COIN-CHUTE and the new sensational "BUY-THE-BOARD" FEATURE with earning power at least triple average multiple profits! Console or table. Operate as one-shot or 5-ball game—a gold mine either way!

PAYOUT OPERATORS

SPORT KING paytable has all the features of SPORT SPECIAL—plus $45 TOP RESERVE

TRIUMPH

FUTURITY SCORE • BUY-BACK FEATURE

Daily TRIUMPH collections actually equal former weekly novelty-game earnings in same location—thanks to tantalizing FUTURITY SCORE system and revolutionary new BUY-BACK FEATURE! Get your share! Rush your TRIUMPH order to your favorite jobber today!

QUICK CHANGE ON LOCATION FROM FREE PLAY TO NOVELTY

44 IN. BY 22 IN.

BALLY MANUFACTURING CO., 2640 BELMONT AVENUE CHICAGO

MODERN VENDING OPENS BRANCH OFFICE IN NEWARK

Standing, left to right: Alfred C. Tuffery, Manager Newark Branch, Modern Vending Company; Spence Reese, Assistant General Sales Manager, Rudolph Wurlitzer Company; Joe Darwin, Wurlitzer District Manager for New Jersey, Maryland, Delaware, District of Columbia and parts of New York, Pennsylvania, Virginia, West Virginia and Connecticut; Harry Rosen, partner of Modern Vending Company, and Nat Cohn, partner of Modern Vending Company, Wurlitzer Distributors.

▶ No Music Merchant in Metropolitan New York needs any introduction to the Modern Vending Co.

Famous in New York phonograph circles as the largest, liveliest distributing organization in town, Modern some time ago spread its wings to Florida and now spreads them again, this time not so far from home.

Opening quarters in nearby Newark, N. J., Modern will render the same complete and rapid service to New Jersey Music Merchants that has made them Gotham's greatest distributors of automatic phonographs.

Explains Nat Cohn, "Thanks to the 1940 Wurlitzers, our business outgrew even our new New York quarters. This branch, we hope, will relieve the pressure on our over-worked organization. Modern Vending is going forward in 1940 with all indications pointing to a record year."

DALLAS

Dallas—Approach of the outdoor season has developed a new campaign for the dressing up of the old spots for the opening of several new drive-in and road side places to accommodate the summer tourist trade. The summer time amusement places are live spots for coin machines and local ops are awake to these opportunities.

* * *

Arthur Flake, of the Flake Distributing Co., has just returned from a wide swing around the state. In West Texas, Flake found coin machine operations in excellent shape. He says that J. W. Hooks, of Ranger, and Victor Cornelius, of Ranger and Eastland, are doing a swell job in developing their extensive music operations. In East Texas, Flake visited Texarkana, Mt. Pleasant, Paris and other points, and says that operators in that section report business very good.

* * *

Dad Johnson, well-known Fort Worth operator, has been released from a Fort Worth hospital, where he had been confined with a severe illness.

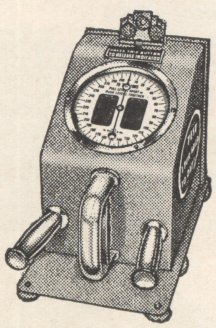
* * *

J. H. Lynch, of Electro-Ball Co., Inc., reports a nice pick-up in business on his cigaret venders. Lynch's firm operates some 700 cigaret machines in the Dallas territory.

* * *

Recent visitors to Dallas Coin Machine Row included E. J. Shelby and Guy Kincannon, of Waco; J. B. and J. E. Akers, of Denton; Tom Wolfe, of the Sooner Novelty Co., Oklahoma City; W. H. Thompson, San Antonio; Allen McQuhae, of Electro-Ball Co.'s Houston office; Marvin McLarty, of Lubbock, and Louis Solomon, of Ranger.

$19.50



A STEADY MONEY EARNER

C. W. PERCY

DISTRIBUTOR

8602 Meadowbrook Road

P-584770

DALLAS, TEXAS

SCHAEF INTRODUCES NEW BULK VENDER

Chicago—Esquire, vender which will vend all bulk items such as peanuts, almonds, candies, pistachio nuts, cashews, mixed nuts, ball gum, etc., is being introduced by the Victor Vending Corp.

"Esquire is a great vender," declared Harold Schaef, head of the firm, "for it vends all types of bulk merchandise accurately. No additional parts are necessary. It is finished in powder blue trimmed in chrome. Other models are available in a beautiful shade of red porcelain with chrome top and bottom. The merchandise chute is porcelain, a standard feature on all Esquire models which may be obtained either in a single or double unit."

Victor Vending is also suggesting to the trade the use of almonds in their Topper vender as one of the top drawing bulk items in bulk venders. Topper, it is reported, has an enviable reputation as an almond vender. The appearance of the Topper, together with the strong visual display of almonds in the glass container, has made it one of the best machines for this item, it is said. The sleek ultra-modern design assures choice locations and greater patronage. Mechanical perfection assures continued operation, Schaef said.

Robbins Buy S&McG Venders

New York.—Dave Robbins, of D. Robbins & Co., Brooklyn, purchased the entire lot of Stewart & McGuire hexagon 1-cent, six-column Adams gum machines and Adams 1-cent candy venders at the auction sale of Stewart & McGuire equipment. Dave is offering the machines to the trade at bargain prices. The machines are in perfect mechanical condition, Robbins says.

One Leg In

Stage Instructor: "Have you had and stage experience?"

Codet: "Well, I had my leg in a cast."

Please Mention Automatic World When Writing Advertisers

A BARGAIN!

PERFECTLY RECONDITIONED

ADAMS 1c GUM VENDORS

6 Columns. Vends 6 Flavors. Beautiful Modernistic Design. Capacity 300 Sticks.

$7.50 Each Lots of 5 or More

SAMPLE $8.00

D. ROBBINS & CO.

1141 DeKalb Ave. BROOKLYN, N. Y.

THE "DOUGHBOY" CONSOLET embodies the famous One-Two-Three Combination Principle plus the High Score Feature which is so essential in making a game complete

"SIX WAYS OF SCORING"

"DOUGHBOY"

A CONSOLE GAME ON FOUR LEGS

The Type of game that draws and Satisfies 100 per cent of the Customers of Every Location. There is SOMETHING NEW and SPECIAL about "Doughboy"

It Must Be Good

WHEN THE NATION'S LEADING

OPERATORS AND DISTRIBUTORS ENDORSE and FEATURE IT!

LIST PRICE

With FREE GAME Feature (Convertible)

$147.50 F. O. B. Chicago

Sample Guaranteed to Give Satisfaction or Money Refunded

USED MACHINES

Used 616 Wurlitzers . . . $62.50
Used Seeburg Symphonolas 37.50
Ten Strikes 97.50
As long as they last

A WINNER NOW AND
A MONEY MAKER
A YEAR FROM NOW!

FLASH—ACTION
and
PLAYER APPEAL PLUS

"MILLS EMPRESS"
Richest and Rarest of Music
A Hit Everywhere

Oh! Boy—The "Dough" Boy—in Doughboy— INVESTIGATE!

SAM MAY COMPANY

Distributors of "BAKER-BUILT" PRODUCTS

401-409 So. Main Street SAN ANTONIO, TEXAS

A Sample Will Convince You

WRITE, WIRE OR PHONE TODAY

Geo. A. Miller, center, Rock-Ola Distributor, expresses his thanks for the beautiful basket of California flowers presented by David C. Rock-ola at Miller's Prevue Showing of 1940 Rock-Ola Luxury Lightup Phonographs in Oakland, Cal. Left to right: George Murdock, Rock-Ola District Manager; Geo. A. Miller, and Jack Nelson, Rock-Ola Vice-President.

EX-RAYS THE BEST SPOTS

Chicago.—Al S. Douglis, president of the Daval Co., Inc., this city, reports that his token payout counter game, Ex-Ray, is being used by many ops throughout the country for actual X-ray purposes.

"In short," Al explains, "whenever an operator wants to learn just how much a certain spot can earn for him, he'll place one of our Ex-Ray counter games there to actually x-ray the spot. And, take it from me, within a wek he'll know just how good a location he has.

"This has been happening right along," says Al, "in the best spots in the country. One location about which an operator in Ohio was very doubtful proved that his doubts were all wet after he opened the cash box of Ex-Ray token payout after the first week's play.

"This is also true of a phonograph operator in New Jersey who tried Ex-Ray on the location before placing an expensive model phono there. The results obtained by Ex-Ray convinced him thta there were enough players here to make it worthwhile and he has since been very well pleased with the collections he's getting on his phono and especially from Ex-Ray.

"Like stories come to us from almost every state in the union. An operator in Pennsylvania advised us that he was pulling a large number of machines to devote himself to operating more counter games. He found that wherever his counter games were placed he had the best spots he could get.

"We suggest to other operators that they also adopt the same policy and use Ex-Ray, token payout to x-ray locations for bigger profits."

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

KING JUNIORS, IDEAL ALMOND VENDERS

Many of the operators of SILVER KINGS who have found almonds a profitable item, are adding the smaller machines to vend this delicious nut in additional spots, especially in booths and restaurants.

The count is high on the small size—825 to a pound; vending seven or eight for one cent returns a nice profit.

The original SILVER KINGS were the first vendors used to vend this merchandise and operators have responded by showing continued preference for the faster moving spots.

Latest reports on Pellet vending show marvelously profitable returns with the KING, JR. Pellet operation involves no spoilage, less service, and highest returns as a 30c fill brings a gross profit of $4.50. The best results obtained with a mixture of 50 percent Red—Clove, and 50 percent Green—Aromatic pellets.

Established operators as well as beginners are finding this a most highly profitable side line that takes very little of their time and small investment.

AUTOMATIC GAMES are now negotiating with one large operating concern who intend placing 25,000 KING, JRs. throughout the United States, using their own product. Should this deal be consummated it will comprise the largest single sale of bulk venders in history.

"If you don't want to marry her, why on earth did you propose? said one clubman to another.

"That's just it," said the other clubman. "She proposed to me."

"Why didn't you turn her down?"

"I couldn't. She worded her proposal so cleverly. She said: 'Will you marry me? Have you any objection?' Thus, whether I said yes or no, she had me."

"Not at all. You should have preserved a discreet silence."

"Just what I did, and she fell into my arms, mumuring that silence gave consent."

The Cad!

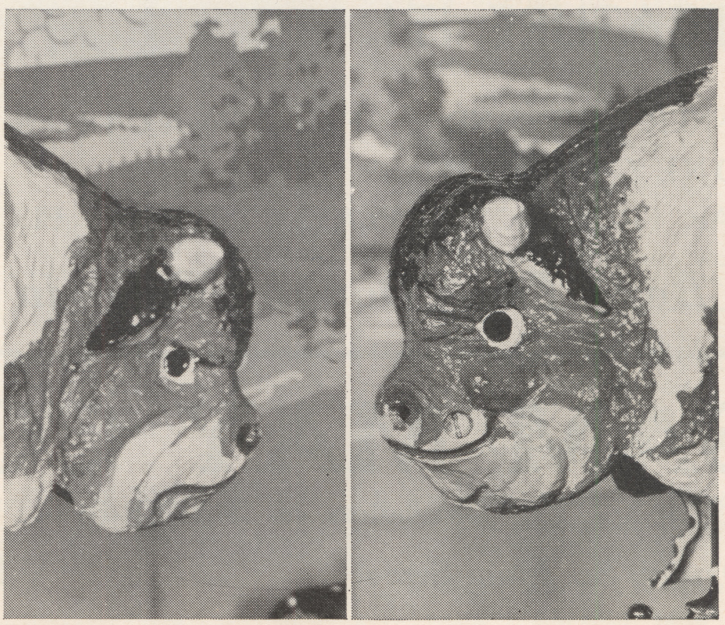
Sweet Young Gal (in parlor): "Mamma! Mamma! Come here and make Dick stop teasing me!"

Mamma (from stairway landing): "What is he doing, dear?"

Sweet Young Gal: "He's sitting on the other end of the davenport."

Useless Remarks

Where there's a will there's always a bunch of poor relatives.



MR. TWO-FACE is the name of the bull on Bally Mfg. Co.'s Bull's Eye ray-gun game. He scowls when he chases the farmer; but, when he pivots and heads for his girl friends, note the smile on his face.

BALLY ANNOUNCES NEW STYLE TRIUMPH

▶ Announcing a new variation in the Triumph "buy-back" novelty or free play game, Ray Moloney, president of Bally Mfg. Company, stated that the new model has already opened numerous new locations to Triumph.

"Until the release of our Model 2 or 'Dime-Limit' Triumph," Moloney stated, "all of the thousands of Triumphs shipped have gone into first-class locations. Now Model 2 permits the operator to place Triumphs in second string locations, where Triumph would not otherwise be operated. Moreover, location reports prove that the Model 2 makes more money in such locations than any other novelty game."

"The Model 2 Triumph is designed to appeal to players who limit their play to 10 or 15 cents a game—but, at the same time, want a lot of excitement for their money. In locations patronized by that type of player, Model 2 'fits into the picture' because of four small but important variations in the game: (1) opportunity to demonstrate skill with the first 5 balls is increased by the fact that the board is considerably opened up; (2) player is 'spotted' a number when he hits bumper 6 or bumper 7—because, when either 6 or 7 is hit, both 6 and 7 light on backboard; (3) a special inducement to buy back at least 1 ball is provided by the fact that bumper 6 and 7 are both 'hit-and-win' bumpers when the first buy-back ball is played; (4) buy-backs are limited to 2 balls, thus giving the 'small-change' player the confidence that results in repeat play.

"While the demand for regular Triumphs continues unabated, Model 2 has started a second boom in Triumph orders. As a result—plus the terrific demand for our Bally Beauty high-score game—the factory will continue on an extra-shift basis for an indefinite period."

N. Y. CONFUCIUS SAY, "TRIUMPH!"

New York.—John A. Fitzgibbons, eastern region sales distributor for Bally Mfg. Co., received a postal card last week, post-marked New York, but written in what appeared to be Chinese. Thinking the card was probably a joke, Fitzgibbons took it to a translator. The message was in Chinese and turned out to be from the proprietor of one of the well known restaurants in Chinatown. Literally translated, the words of this flesh and blood Confucius said: "Like honorable Triumph game very much, as she earn plenty money for me and operator, who say she sure is triumph, which American call joyful celebration. Cash-box always full, hoping you are the same."

W. H. NEWELL, Owner JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards.
We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.
Always the best in Punch Boards.

BERKLEY MUSIC MERCHANT BUILDS ORGANIZATION FROM OWN FAMILY

● Wurlizter Music Merchant Helmer Rydman has a growing business in his East Bay Novelty Company of Berkley, California but he never yet has had to hire any outside help.

Helmer believes in keeping his business in the family and his family seems perfectly able to keep on supplying Helmer with help.

Seeing is believing and if you'll look at the picture above you'll know we're not kidding.

Mother to fourteen children of whom thirteen are living, Mrs. Rydman's newest contribution to the family and the firm was twin boys. "They'll take over the firm in 1980," boasts Helmer, "but, in the meantime, I don't lack for partners."

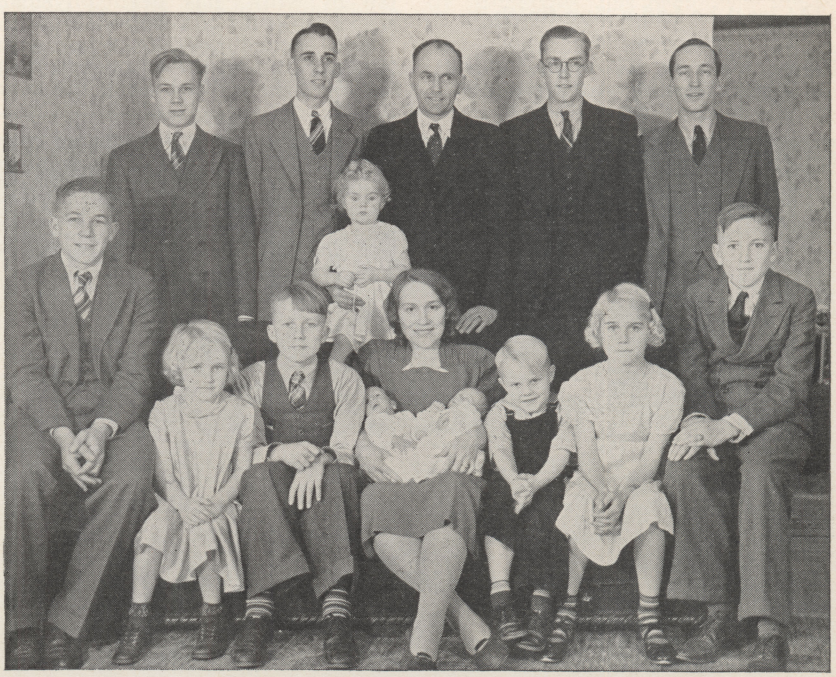
There's Harvey—21, Clarence—20, Helmer, Jr.—19, Donald—18, Russell—16, David—13 and Norman—12 to start with. Seven stalwart sons in a row and all learning or already engaged in the business of operating Wurlitzer Automatic Phonographs.

Then there's Marianne—9, Lauretta,—5, Jack—4 and Charlene—2 a little young to be out on the hunt for locations but at the moment they're not needed anyway.

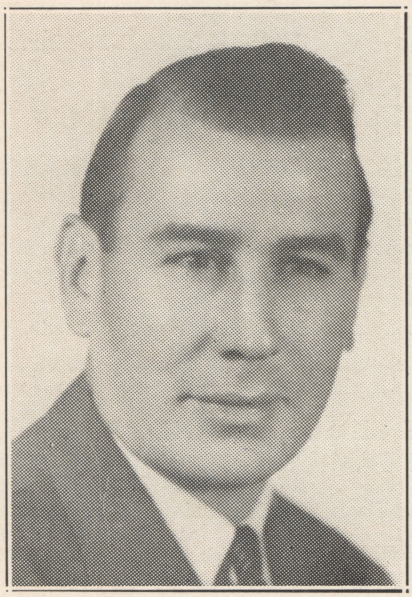
And for reinforcements in the far future there are those new born bays, Gaye and Gary.

"Why shouldn't I keep the stork hopping?" asks Helmer. "We love children and my Wurlitzers have never yet failed to keep them well fed and clothed. My 1940 Model Wurlitzers are taking in more money than any models I ever had. All the wages I pay are to members of my family. I figure I'm sitting pretty and my big family has been a big help."

Editor Arthur Cundy of the Civitan says that he has made addresses in 900 high schools and has offered on each occasion $25 to any boy or girl who could answer as few as six of the 68 questions given to Mr. Cundy when he applied for naturalization. He still has the $25.



The Rydman Family: Back row—Donald, Helmer, Jr., Helmer, Sr., Clarence, Harvey. Front row—Russell, Lauretta, Norman, Mrs. Rydman and the Twins, Jack, Marianne and David. In the center—Charlene



COLLIS IRBY

WALBOX SALES ENJOYING NICE BUSINESS

Collis Irby, Dallas, is going places with his Walbox Company. Collis is distributor for the famous Buckley Wall Box system of wired music and is busy every day putting in new installations.

Mr. Irby states that the system, in many cases, has doubled the music operators' receipts and made lifelong friends with the location owners.

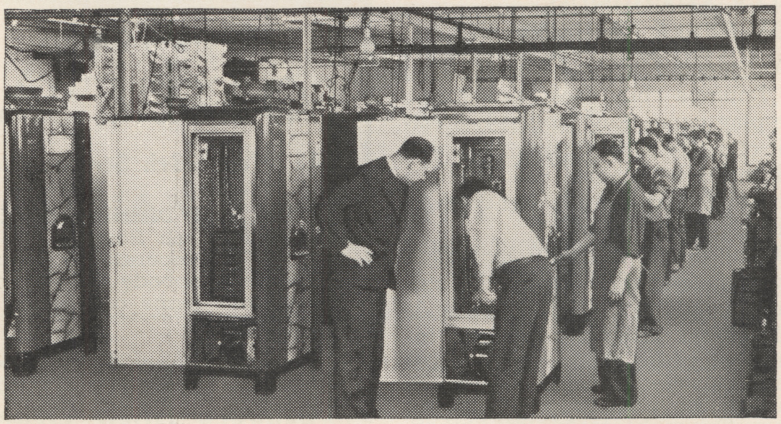
Irby urges that all music ops see the Buckley system before they buy any installation for their locations.

And No Hangover

"Poor Danny! He died from drinking shellac."

"At least he had a fine finish."

Please Mention Automatic World
When Writing Advertisers



BALLY BEVERAGE VENDERS get final inspection before being loaded as part of two carload shipment recently delivered to Cola Self-Service Company, Inc., New York distributors.

"GRAPES OF WRATH" MENTIONS MACHINES

In the current best-selling book "Grapes of Wrath," several mentions are made of coin machines. Both scenes take place in an eating place. In chapter 15, the following is recorded:

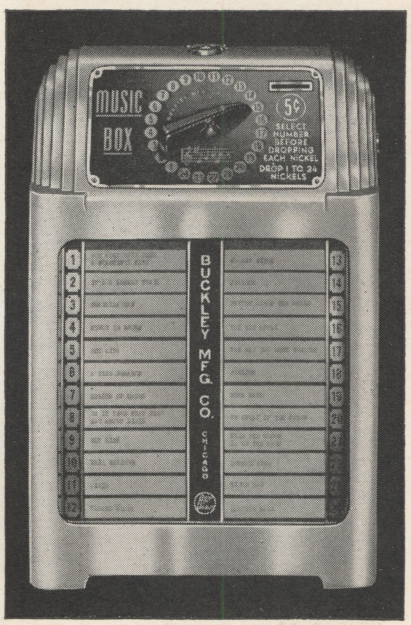
"Sitting together on the stools, spoons sticking out of coffee mugs. Passing the time of the day. And Al, rubbing down his griddle, listening but making no comment. Bing Crosby's voice stops. The turntable drops down and the record swings into its place in the pile. The purple light goes off. The nickel which has caused all this mechanism to work, has caused Crosby to sing and an orchestra to play—this nickel drops from between the contact points into the box where the profits go. This nickel, unlike most money, has actually done a job of work, has been physically responsible for a reaction."

The second passage is of a satiric nature and is also read in chapter 15. "He walked along the counter to the cash register, rang 'no sale,' and took out a handful of nickels. 'What ya doin'?' Mae asked. 'Number three's ready to pay off,' Al said. He went to the third slot machine and played his nickels in—and on the fifth spin of the wheels the three bars came up and the jackpot dumped out in the cup. Al gathered up the big handful of coins and went back of the counter. He dropped them in the drawer and slammed the cash register. Then he went back to his place and crossed out the line of dots. 'Number three gets more play'n the others,' he said. 'Maybe I ought to shift 'em around'."

Another one of those super Buckley Wall Box installations that is increasing music operators' incomes. Southwest operators will profit by contacting the Walbox Sales Company, Dallas. See their ad in this issue.

MAKE MORE MONEY
WITH
Buckley Music Systems

No better installations are to be had than Buckley. Let us tell you more about it Phone, wire, write or come see us.



WALBOX SALES CO.
COLLIS IRBY, Manager
602 N. ST. PAUL ST.
DALLAS, TEXAS

DECCA HITS

These Decca "Best Sellers" Are Dynamite on Any Phonograph

3024—Tumbling Tumbleweeds
If I Knew Then (What I Know Now)
Bing Crosby

3013 Let's Have Another One
Say "Si Si"
Andrews Sisters

2999—Just One More Chance
Sweet Potato Piper
Bing Crosby

2998—Too Romantic
The Moon and the Willow Tree
Bing Crosby

3065—The Woodpecker Song
Down by the Ohio
Andrews Sisters

2775—My Isle of Golden Dreams
To You, Sweetheart, Aloha
Bing Crosby

2989—Kansas City Moods
Tuxedo Junction
Jan Savitt and His Orch.

3005—What's the Matter With Me?
I'm Not Complainin'
Ella Fitzgerald and Her Orchestra

3027—Leanin' on the Ole Top Rail
Shake Down the Stars
Bob Crosby and His Orch.

2978—The Starlit Hour
Angel
Bob Crosby and His Orch.

3020—Easy Does It
How Can You Pretend?
Bobby Byrne and His Orch.

2966—Memories of You
I'm Through
Ink Spots

Sock!

Physics Prof.: "Is heat always generated when two bodies in motion come together?"

Student: "No, sir. I hit a guy yesterday and he knocked me cold."

There were three men in a boat with four cigarettes but no matches. They threw out one cigarette and made the boat a cigarette lighter.

Earl Montgomery, left, Rock-Ola Distributor, and Frank Smith, partner and General Manager of the S & M Distributing Company, feel very happy about the entire Rock-Ola 1940 Luxury Lightup phonograph line, as can be seen from their pleased expressions.

EARL MONTGOMERY AND FRANK SMITH JOIN HANDS IN BUSINESS

A business reorganization has brought together two highly capable and well-known men in the phonograph industry. Earl Montgomery, Rock-Ola Distributor, and Frank Smith are now partners in the S & M Distributing Co. of Memphis, Tenn.

S & M is one of the largest and most successful companies in this section of the country and Rock-Ola phonographs have been handled exclusively by S & M since 1935. Both men agree that the high quality, unusual attractiveness, and service-free feature of the Rock-Ola Luxury Lightup Phonographs have played an important part in the success and growth of S & M.

"With our present organization I feel that we shall be able to give our operators a greater service and increased personalized attention," says Earl Montgomery.

Frank Smith, well-known general manager of S & M, says: "Ditto," and "It's Rock-Ola for '40."

PLAN MARKETING NEW SOFT DRINK

Baltimore—Ernest C. Guth, member of a family prominently identified with the soft drink and candy industries, has organized Ernext C. Guth, Inc., for the production and bottling of a beverage known as the Guth Cola and a chocolate drink, known as Mavis. Both will be 5¢ drinks, with each bottle being 12 ounces in size.

The Guth concern has been capitalized at $1,000,000, having been incorporated under the laws of Maryland. The capital stock consists of 100,000 shares, each having a par value of $10.

"I want you to pose for my great picture to be hung in the town hall," said the celebrated artist to a tramp he met on the road. "Will you do it? I'll pay you well."

"What's it about?" asked the medicant suspiciously.

"It's to be called 'The Return of the Prodigal Son.' You know, the story of the father who killed the fatted calf because he was so pleased his boy had come back."

"I can't do it," the tramp replied.

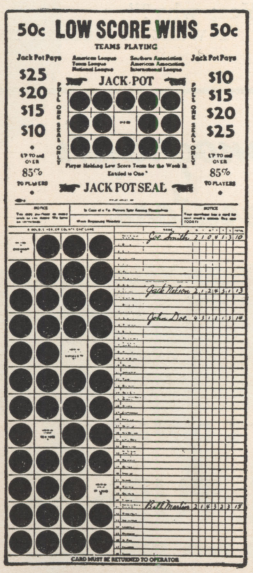
"But why? It's not hard," urged the artist.

"No; veal don't agree with me," replied the tramp.

They're Not Shelled

"Waitress, what's wrong with these eggs?"

"I don't know, I only laid the table."



NEW
—MR. OPERATOR—
GET A GRIP ON BIG BASEBALL PROFITS
WITH THE SENSATIONAL BASEBALL SCORE CARD
LOW SCORE WINS
FAST PLAY! VERY FASCINATING! BIG REPEAT PLAY!
MAKE $300.00 TO $400.00 PER WEEK WITH OUR "NEW COPYRIGHTED WEEKLY LOW SCORE BASEBALL CARDS"
Territories are being taken up fast. Get in on the biggest "MONEY SENSATION" in "BASEBALL." Good for open or closed territory.
BOOK FORM CARDS

CARD TAKES IN	$24.00
AVERAGE PAY-OUT	10.00
AVERAGE PROFIT	14.00
CARDS PER DOZEN	12.00

EXPRESS PREPAID
Send Deposit With Order
Write or Wire for Literature
GO GETTER JAR CO. P.O. Box 691 Tyler, Texas

GREENSBORO WURLITZER DISTRIBUTORS EXPAND OPERATIONS TO RICHMOND

Personnel of the Southern Music Company (Richmond office), left to right: R. W. Benjamin, Shipping Department; R. M. Blackwell, Warehouseman; R. W. Rimmer, Checker; Miss Audrey Thompson, Stenographer, and Morris Maynor, Jr., Manager.

►Southern Music Co., authorized Wurlitzer Distributors with headquarters in Greensboro, N. C., have recently opened new offices and show rooms at 1224 West Broad Street, Richmond, Va.

The Richmond branch will carry a complete line of parts and offer full service to Music Merchants in that area.

Managership of the new office has been given to Morris Maynor, Jr. Known from New York to Texas by practically everybody in the automatic music business, Mr. Maynor was formerly a Wurlitzer Service Instructor. But 27 years old, he has been in the coin operated phonograph business for 10 years and holds the unique record of being the third generation of his famiy to make automatic music his vocation.

States Mr. Maynor, "You can't fool any man who has been as close to the service end of the business as I have about the quality of a phonograph. I know them all inside out and I can honestly say 'Wurlitzer's the Winner' from every standpoint. In fact it has been the increasing realization of this leadership by Music Merchants and the resulting avalanche of orders for 1940 Wurlitzers that moved Southern Music Co. to open offices in Richmond. You've heard of the Solid South. Let me tell you they are solid in their opinion that the 1940 Wurlitzers top them all."

SEE LONG LIFE FOR TRIUMPH

Discussing the Triumph "buy-back" novelty or free-play game, George Jenkins, sales manager of Bally Mfg. Co., stated that operators, jobbers and distributors expect the game to enjoy an unusually long life. "In fact," he said, "the way to guarantee a glorious Fourth of July is to get plenty of Triumph on location now! Because Triumph will still be earning big money in July—and some of the smartest lads in the business say Triumph will still be on location next labor day.

"Of course, you don't really have to be a prophet to foresee a long, long life for TRIUMPH. Simply look back and remember that Bally Reserve held down choice locations for 5 and 6 consecutive months! And remember, Bally Reserve didn't show up on the used market until three months after the peak of the run. Triumph is already breaking Bally Reserve collection records, and, where Bally Reserve had a 5 or 6 month run, you can count on at least 6 or 8 months for Triumph. And with daily collections equal to average weekly novelty collections in practically every spot where Triumph has been placed!"

She was an old Irishwoman on her way back to Dublin from the North. The customs man fished out a bottle from its temporary sanctuary in a voluminous nightdress.

"And what's this?" asked the customs man.

"Shure, an' it's holy water," said the old lady, clutching for it. The customs man had his suspicions; pulled out the cork; sniffed.

"This is whiskey," he said sternly.

Up went the old lady's hands in amazement.

"Glory be! A miracle!"

AUTOMATIC WORLD
GIVES ADVERTISERS
A 100% COVERAGE OF
THE GREAT SOUTHWEST
COIN MACHINE EMPIRE
AND A STRONG NATIONAL
CIRCULATION THROWN
IN FOR GOOD MEASURE.
START NOW USING THE
WORLD COLUMNS.

What Politeness!

"I place my surfaces at your disposal," said the freshman as he assumed the position.

Boggs was proudly showing his new sedan to Joggs.

"But I thought your other car was less than a year old," said Joggs. "You only drove it about 8,000 miles, didn't you?"

"Oh, yes, it was still as good as new," replied Boggs, "but of course it was hopelessly out of date as soon as this new and improved model came out with the automatic cigar lighter an inch nearer the steering wheel this year."

En Guarde!

Customer (having a rough shave): "I say, barber, have you another razor?"

Barber: "Yes; why?"

Customer: "I want to defend myself."

Phonograph Operators

The 1940 VELVETONE 2000-Play Needle

Is Now the Peer of Them All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

WURLITZER

SELLS MORE AUTOMATIC PHONOGRAPHS THAN ALL OTHER MAKES COMBINED

1st

IN SALES

In 1940 *for the* 7th CONSECUTIVE YEAR

MODEL 700

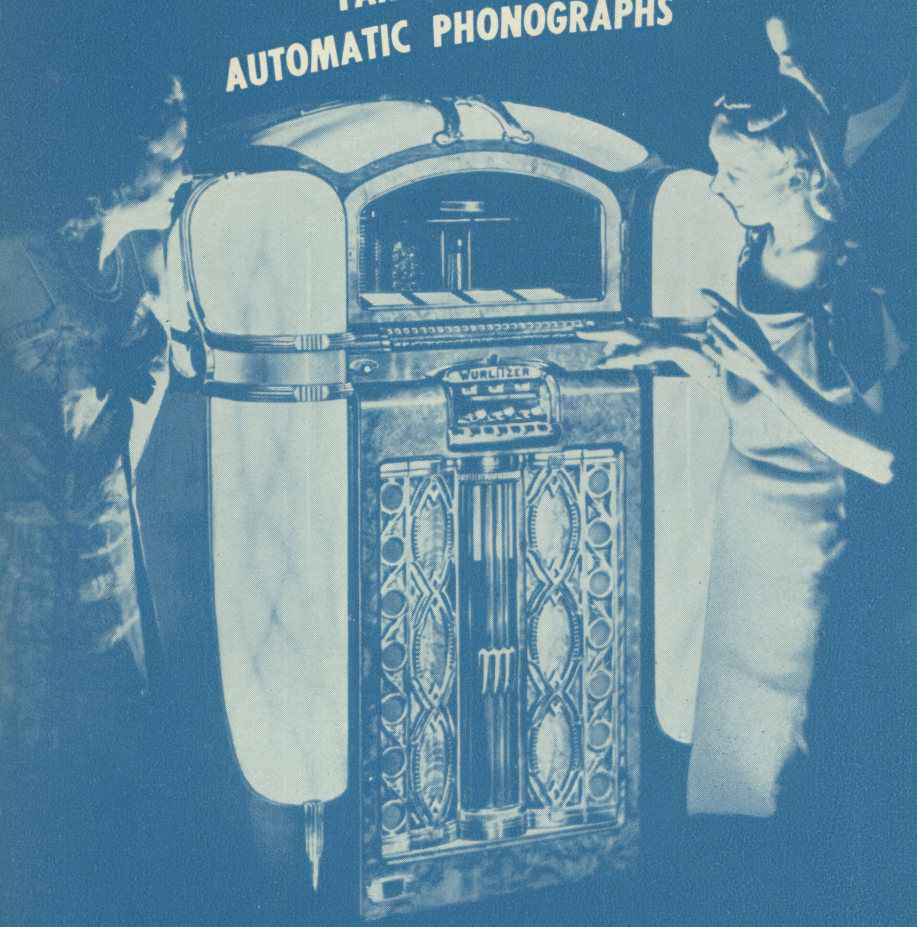
WURLITZER OUTSELLS *all other* MAKES COMBINED!

MODEL 800

WURLITZER

A Name Famous In Music

FAMOUS FOR
AUTOMATIC PHONOGRAPHS



FAMOUS FOR
ACCORDIONS

FAMOUS FOR THE MIGHTY
WURLITZER ORGAN

FAMOUS FOR
PIANOS

COMBINES PHONOGRAPHS OF UNSURPASSED BEAUTY WITH

For Over Two Hundred Years

● As the only company in the automatic phonograph business with a rich heritage in the manufacture of musical instruments, the Rudolph Wurlitzer Company has embodied into Wurlitzer Phonographs high standards of cabinet art, workmanship and musical perfection, handed down from generation to generation and which have given Wurlitzer phonographs and other musical instruments world-wide recognition. Here is a brief outline of seven generations of musical experience behind Wurlitzer Automatic Phonographs.

NICHOLAS WURLITZER LUTE MAKER

FREDERICK WURLITZER COURT PIANIST

DRUMS AND BUGLES IN WAR

RUDOLPH WURLITZER FOUNDS COMPANY

BORN in Saxony in 1659, Nicholas Wurlitzer made lutes—popular instruments of the day—shaped like a large mandolin—played like a modern guitar. His decendents continued the manufacture of musical instruments. In 1732 Hans Adam Wurlitzer was awarded the title of Master Violin Maker by the Saxon Guild.

In 1823 Frederick Wurlitzer toured Europe as a child prodigy—became a court pianist at 15.

In 1853 at the age of 22, Rudolph Wurlitzer came to the United States. In 1856 he founded the Rudolph Wurlitzer Company. wholesalers and retailers of musical instruments—dealt direct with craftsmen in Europe, principal source of our musical instruments in those days—eliminated several middlemen's profits—sold better musical instruments for less money—prospered.

Soon after the company made bugles and drums—sold them to the Government during the Civil and Spanish American Wars.

In 1860 piano manufacturing started.

In 1895 Wurlitzer began the manufacture of the Regina music box—and followed soon after with a coin operated harp and with coin operated pianos.

In 1899 wholesale and retail store founded in Chicago, and in the succeeding years other stores were established—of which there are now ten in prominent cities. These stores do not sell Wurlitzer Automatic Phonographs—they are sold only to Music Merchants by a separate selling organization.

In 1908 Wurlitzer acquired their plant at North Tonawanda, has since enlarged it many times, today boasts one of the finest factories in any industry.

In 1910—the "Mighty Wurlitzer Organ" appeared on the scene. Since then over 4,000 have heen installed in theatres throughout the world, some selling for more than $100,000 each.

In 1919 Wurlitzer acquired another factory at DeKalb, Illinois, for the manufacture of pianos and accordions. As accordion manufacturers, Wurlitzer is America's largest.

In 1933—the first Wurlitzer Automatic Phonograph was manufactured at the North Tonawanda, New York, plant—immediately attained the same recognition accorded other Wurlitzer musical instruments.

Proof of Wurlitzer's leadership in the field of fine music is the fact that the Wurlitzer violin collection has been drawn upon for fully one-half of all the Stradivari violins owned in the United States today—some worth from $20,000 to $100,000 each. The value of Wurlitzer's world famed collection of rare violins is conservatively estimated at $500,000.

$500,000 COLLECTION OF RARE VIOLINS

ONLY WURLITZERS HAVE WIDESPREAD ACCEPTANCE WITH LOCATION OWNERS AND THE PUBLIC

Back of every Wurlitzer Automatic Phonograph is a name famed in the field of fine musical instruments for seven generations. Wurlitzer is the only company in the automatic music business with this rich heritage of musical knowledge and experience.

Because people have always associated the name "Wurlitzer" with good music, they gladly pay to play Wurlitzer Phonographs. That's why location owners demand Wurlitzers—why Wurlitzer Music Merchants get and hold the best locations—why Wurlitzer Phonographs take in more money.

Line up Profitable New Location

WURLITZER'S SENSAT

BOTH ARE COMPLETE COUNTER MODELS WITH BUILT-IN SPEAKERS.

(NO EXTRA WIRING REQUIRED)

MODEL 41

SMALLEST PHONOGRAPH EVER BUILT
A GUARANTEED MONEY MAKER

This little Counter Model is a real beauty with its streamlined design and brilliant Glamour Lighting.

It has Wurlitzer's famous Wide Range Adjustable Tone. Plays 12 records. Occupies only 1½ square feet of counter space. Costs so little to buy and operate that it's sure to be a big money maker. Start lining up locations for this amazing little model. You'll find plenty of opportunities all over your territory.

BIG OPPORTUNITIES FOR PROFITS IN

- Beauty Parlors
- Drug Stores
- Small Bars
- Bus Terminals
- Legion Posts
- Lodge Rooms
- Diners
- Filling Stations
- Barber Shops

with

ONAL NEW COUNTER MODELS

BOTH HAVE GLAMOUR LIGHTING AND VISIBLE RECORD CHANGERS.

(CABINETS FINISHED ALL FOUR SIDES)

MODEL 71

A COUNTER MODEL PHONOGRAPH ALIVE WITH CONSOLE MODEL FEATURES

Wherever installed, the Wurlitzer Counter Model "Seventy-One" has scored an instant hit. Its beauty, its tone, its mechanical features are definitely in the Console Class. With its glorious Glamour Lighting, Piano-type Keyboard, Motor-Drive Coin Switch, Hi-Speed Service Set-Up, Play Meter, 5 - 10 - 25 cent Magnetic Coin Equipment—this instrument has *everything! And everywhere* its earning power is amazing Music Merchants.

BIG OPPORTUNITIES FOR PROFITS IN

Billiard Parlors
General Stores
Milk Bars
Tourist Camps
Confectionery Stores
Roadside Stands
Cocktail Lounges
Cigar Stores
Counter-Type Restaurants

WURLITZER'S BRILLIANT GLAMOUR LIGHTING —PLUS VISIBLE RECORD CHANGERS AND

24 RECORD CONSOLE MODELS

IS THE GREATEST MONEY MAKING PROPOSITION IN AUTOMATIC MUSIC

HERE IS WHAT IS HAPPENING IN MANY TAVERNS AND RESTAURANTS

. . . AND HERE IS THE RESULT

GREATER RECORD SELECTION MEANS MORE PLAYS - MORE PROFITS

Sweet numbers. Hot numbers. Old numbers . . . or new—there's room for them *all* on a Wurlitzer.

No wonder Wurlitzers get greater play—pay more profits to Music Merchants than any other phonographs.

The Rudolph Wurlitzer Company,
North Tonawanda, New York.
Canadian Factory: RCA-Victor Co. Ltd.,
Montreal, Quebec, Canada

Sold only to Music Merchants

Louisiana News

With the return of warm weather, a young man's fancy turns to . . . switching his coin machine patronage from indoors to outdoors and the operators of the Pelican State are sensing the change and acting accordingly. New equipment is being placed at beaches and resorts and operators are already cashing in on the week-end influx at Coastal bathing and fishing points. The outlook is unusually encouraging with national resorts favored by the dangers of trips abroad.

* * *

A brisk demand for Wurlitzer phonographs finds the J. H. Peres Amusement Company persistently trying to keep up with deliveries since the 1940 models were first introduced to amazed operators of this section. J. H. Peres, head of the firm, predicts the biggest spring season in the history of his firm, and looks for Wurlitzer to take the lead with flying colors. Charles Wicker, former sports writer for a New Orleans daily, has been named new sales manager for the Peres company, replacing Frank De Barros.

* * *

It was a grand occasion, that early March opening of the new quarters of the Baton Rouge Novelty Co. on North Boulevard in the state's capital city. The firm, one of the largest operating companies in the Deep South, enters the distribution field with the acquisition of the distribution in that territory of the new Mills phonographs, including the Throne of Music and the Empress. Frank De Barros, former sales manager for Peres Amusement Co., New Orleans, and widely known in that state for his sales ability, has been taken into the firm as sales manager. J. C. Clemmons and Bill Jacques, are respectively president and service manager of the firm, both widely known in the state. The firm will also operate a large line of Du Grenier and Rowe cigarette venders, gum machines and sell all leading makes of phonograph records.

* * *

With the installation recently of two new Bally machines, the Triumph and Sport Special; J. H. Keeney's 1940 Super Six and Red Hot; Stoner's Baseball and Gottlieb's Score Card, the Sport Center, big downtown playland of New Orleans, is ready for its biggest spring and summer season, according to Jack Sheehan, manager. Business is generally about 20 percent ahead of last spring, according to Manager Sheehan. He credits the marketing of these good ideas by the biggest producers of pin games for the better patronage and looks for continued success with these games.

* * *

A better turnover in counter games manufactured by the Daval Co., Inc., is reported by the Dixie Coin Machine Co., distributors of these machines. Heads and Tails, Jiffy and Ex-Ray gives the Dixie company something to cover a wide need of location owners at popular prices, according to heads of the firm. The firm is also reporting a steady demand from rural areas for Mills Novelty Co.'s new bell machines and Bally's new consoles.

* * *

Again exclusive state distributors for Rock-Ola high-fidelity phonographs, the Louisiana Amusement Co. is reporting the best sales in its history. Melvin Mallory, manager of the firm, has just returned from a wide business trip through the state and finds operators quickly adhering to the opportunity offered by the new Rock-Ola 1940 models. The new, easy-to-get-at mechanism is found to be clear and flawless and reports of small service demands are circulating.

* * *

Heard Along the Bayous: The Poydras operator who it seems will never forget his "shanghied" trip to Chicago recently. Down to the station to see off his two pals, also ops, he didn't realize how he overdid his celebration and woke up the next morn in Memphis. . . . Ed Rodriguez has again fixed the date for the march up the aisle with Cecile. This time it's May 10. . . . Receipt late in March of the third car of 800 Models Wurlitzers by the Peres Amusement Co. . . . A steady trend to the new remote control features of the 1940 phonographs. . . . C. & N. Sales Co. finding it's profitable to acquire recently the territory distribution of the Penny Phono machines. . . . A. C. taking so long to fix phonographs at the Peres Co. of late that the boss has asked May not to phone any more during business hours. . . . Ben Neubauer still doing one of the best operating jobs on Bayou Lafourche. . . . A lad who played a Stoner's Fantasy recently at the Sport Center, New Orleans for 19 hours without a stop. He drank two cokes during the ordeal and finally ran out of money. He was staked twice by the spot manager. . . . With the reopening of Pontchartrain Beach at New Orleans set for May 5, Manager Harry Batt promises a larger coin machine center in charge of Pops Le Vans, former king of the high wires. . . . The Crescent City Cigarette Service reporting a good pickup in business this spring. . . . R. N. McCormick, Decca's Southern sales manager, reporting bigger and bigger sales of Decca discs and giving big credit to phonograph ops for his improved turnover. Bing Crosby is enjoying a revived popularity through his Streets of Singapore selections. . . . Placing of the Gulf area account for the Mel-O-Tone phonograph with Fred King of the C. & N. Sales Co., New Orleans. . . . F. Meyer of the Exhibit Supply factory, spending a few days in New Orleans in March, reporting a good demand for the firm's new Flag Ship and Congo. . . . Great Southern Novelty Co. now handling distribution in Louisiana of the Speak-O-Phone recordings. . . . Steve Kirschner, for many years connected with the Brunswick Record Corp., at Dallas, placed in charge of record distribution in Louisiana for the Southern Music Sales Co., Seeburg and Columbia-Brunswick-Vocalian distributors. . . . Pete Nastasi of the Automatic Coin Machine Co. reporting the best spring rentals of phonographs in many years.

FRED BARBER REPORTS BIG DEMAND FOR PLATTERS

J. Fred Barber, manager Record Department for Radio City Distributing Co., Dallas, reports heavy sales on all United States Record Corporation's cuttings. Barber says that they are now offering some of the very best money-making records that music ops can find anywhere.

Minister: "Who giveth this woman?"

Bride's Father: "I do. And now, folks, I wish to remind you that today's program is coming to you through the courtesy of Walter Q. Blubblah, father of the lovely bride and president of the Blubbah Bushing and Winch Corporation, manufacturers of the 'Little Wonder Winches' and 'Milady Dainty Brushings,' at all hardware shops of the better sort."

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The Operator's Friend
Triple Cleaned No. 1 Spanish
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Fancy Grades for Vending Machines
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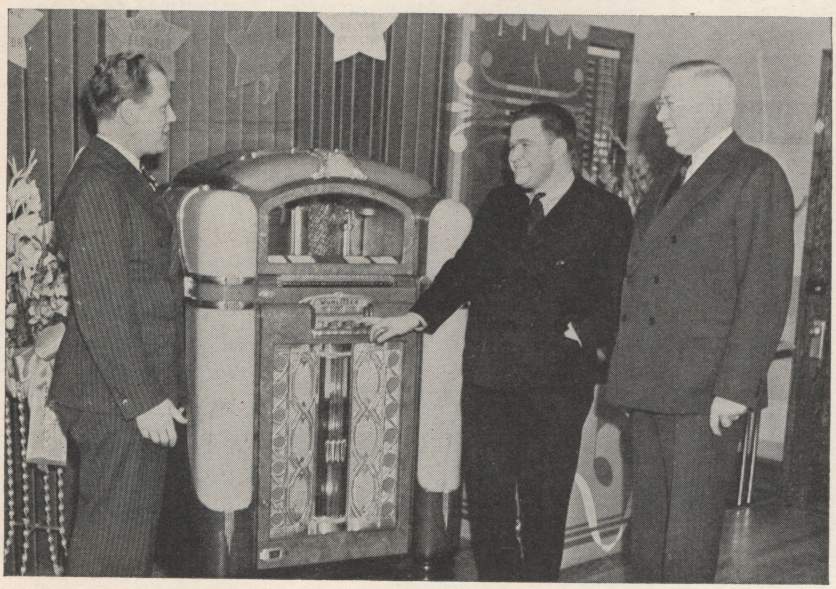
WURLITZER NEWS



Wurlitzer Sales Manager "Mike" Hammergren and Wurlitzer District Manager Joe Darwin flank Ben Sterling and thank Ben Sterling for his whirlwind success in selling the 1940 Wurlitzers.

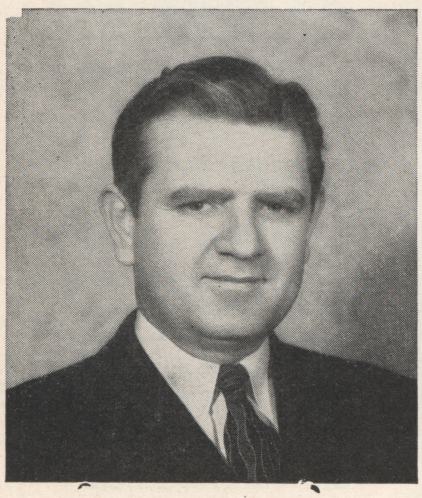
BIG WURLITZER DEMAND REPORTED BY BEN STERLING

▶ Ben Sterling, Jr., is Wurlitzer's live wire distributor in Scranton and Moosic, Pa.

When Wurlitzer announced its 1940 Models, Ben practically quit eating and sleeping for several days, devoted 100 percent of his time and unlimited energy to displaying, demonstrating and booking orders for these winning Wurlitzer Phonographs.

Ben missed those meals as much as he missed his sleep but, he didn't miss any orders.

Says Ben Sterling, Jr., "It was worth it. I've introduced new models before but never with such success. These 1940 Wurlitzers have everything backed right off the map. I'm not resting on my laurels now either. The Music Merchants around these parts quickly learned that the earning power of these instruments is greater than ever before. They're putting them in all their best spots. It's going to be a swell year for them and for me—thanks to Wurlitzer."



WURLITZER DISTRICT MANAGER BYE NOW SERVING ARKANSAS AND OKLAHOMA

"Mike" Hammergren, General Sales Manager of the Rudolph Wurlitzer Company, announces that Wilbur Bye, St. Louis District Manager, has also been assigned the managership of the states of Arkansas and Oklahoma.

"Wilbur is a worker," states "Mike," "he'll handle this additional territory and his increased responsibilities with the same efficiency and thoroughness that he has exhibited in the past."

Mr. Bye's new headquarters are now located at 809 World Building, Tulsa, Oklahoma.

IOWA MUSIC MERCHANT MAKES SPECIALTY OF SERVICE

Out where the tall corn grows, they also grow Music Merchants who render pretty tall service.

Witness Done Cole, Wurlitzer Music Merchant of Lohrville, Iowa. Nobody can say Don is in the hands of the bank. To the contrary, the bank or at least the bank's building is in Don's hands. He bought it recently. He intends to remodel it immediately and judging by the modern fleet of service trucks bearing Don Cole's name, he'll do plenty in bringing this structure up-to-date.

Don believes in rendering real service to his locations. Each unit in his service fleet is equipped with a radio, carrying pads, record cases, tool kits, manuals, repair parts, light bulbs, tubes and accessory necessary to on-the-spot service.

Says diligent Don, "What with Wurlitzer's Hi-Speed Service Set-up and my set-up combined, I can challenge any Music Merchant in America from the standpoint of keeping my instruments in tip-top working order day and night."

Don Cole's Organization: Servicemen Steve Stephenson and Francis Steele, Don Cole, Master Bob Cole, Mrs. Don Cole (who also services phonographs) and Miss Ruth Padget, bookkeeper.

COIN OPERATED POSTAGE METER ON DISPLAY

America's postal progress is represented by a try-it-yourself exhibition of the new "Mailomat" coin-operated U. S. letter box, which features a display of postage meters and mailing machines by Pitney-Bowes Postage Meter Co. at "The Parade of Inventions," the show which opens April 10 to celebrate the 150th anniversary of the United States Patent Law, signed by George Washington. The show is sponsored by the United States Patent Office, and will be held in the auditorium of the Department of Commerce at Washington.

Visitors will be provided with a supply of illustrative post cards and no less than ten thousand bright, new pennies, fresh from the mint, for mailing souvenirs to themselves or friends right on the spot.

This "self-service post office" is a further development of the streamlined public mailing machine which made its world debut last May in the lobby of New York's General Post Office. It furnishes postage and mailing service, day and night, to people who have letters to mail—and no stamps.

To mail a letter you (1) drop coins in a slot, (2) dial the desired postage value, (3) insert your letter, and away it goes, stamped, postmarked and automatically deposited, ready for mail collection. No adhesive stamps are used. There is no stamp-licking. And no premium for postage or service. The machine at the Patent Office exhibit will, in addition, imprint a cachet or slogan which reads, "Mailed at the Parade of Inventions, Sesqui-Centennial Anniversary of the U. S. Patent Law."

The "Mailomat," which can handle anything from a penny post card to an Air Mail, Special Delivery letter, was developed by Pitney-Bowes Postage Meter Co., in cooperation with the U. S. Post Office Department, to provide the public with stamp-buying and mailing facilities at times and places where they are not now available—in post office lobbies, hotels, large stores, railway terminals and other public places.

Company officials predict that this 24-hour postal service will eventually encourage greater public use of the mails, step up the volume of mail to be handled and delivered, while increasing postal employment and revenues.

The appearance of a stamp-less public mailing system at the Patent Law Sesqui-Centennial comes within a month of another Centennial—that of the first adhesive postage stamp, May 6, 1940.

APPOINTS MEEKS TO REPRESENT STONER

Aurora, Ill.—Stoner Corp., Aurora, announced recently the appointment of Hal R. Meeks as Eastern representative on Stoner's Univendor, assorted merchandise vender. Stoner reports that the vender has received wide acceptance in the east as well as through the rest of the country.

"Meeks takes over his new responsibilities backed by an extensive experience in the coin machine field," declared Clarence Adelberg, Stoner official. "We are confident that many eastern operators will be happy to know of Meeks' appointment."

Associated with Meeks will be M. S. Starr, also well known to operators throughout the industry.

At their recent Rock-Ola Luxury Lightup Phonograph Showing, the Sauve Music Company of Detroit, Mich., played host to many prominent operators. Among those present were James Sepeter, well-known operator in Lansing. Left to right: John Priggooris; Fred Pray, Rock-Ola District Manager; James Sepeter; Rock-Ola Leadership Girl; and Lawrence Sauve of the Sauve Music Company, Rock-Ola Distributors.

ELDEEN MOVES TO LARGER QUARTERS

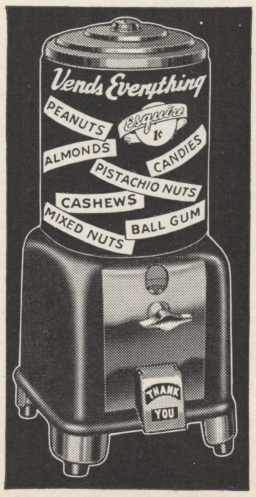
Milwaukee—In need of more space to handle a rapidly increasing business, the Eldeen Co., Milwaukee, has recently moved into new quarters. Elden is the manufacturer of Classic Point, long-wearing phonograph needle for automatic music machines.

In telling of moving to larger quarters, officials of the firm gave full credit to the increase in business to the Classic Point. "Classic Point is a phonograph needle especially designed for multiple play phonographs," it was declared. "It will reproduce full tone, lessen record wear and facilitate the operation of the modern phonograph—and for 2000 plays. Because of the fineness of the precious metal tipping, Classic Point can be safely used on records with full confidence that no harmful effects will result from its continued use," they said.

An Interference

Phi Delta: "Do you know that Phi Delta Theta maintains five homes for the feeble-minded?"

Frosh: "I thought you had more chapters than that."



THE NEW ESQUIRE

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- Truly a great vendor—it is universal—vends all types of bulk merchandise and vends them accurately—no additional parts necessary.

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- We want several live-wire jobbers for Texas. Need a jobber for Houston, San Antonio, El Paso, Texarkana, Dallas, Waco, and other places. Write for proposition today.

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FORT WORTH, TEXAS

ROCK-OLA RELEASES ANOTHER PRODUCTION ORDER FOR TEN PINS

▶ "A coin-operated machine is only as good as its repeat orders," says Jack Nelson, General Sales Manager of Rock-Ola. And this is the reason we have been forced to release another production order for Ten Pins bowling alley. The factory has been swamped with repeat orders on the new 1940 model from operators throughout the country, thus making it necessary for bigger production.

Never in the history of the Rock-Ola plant has it been necessary to release so many extra production orders. This has been necessary because of the repeat orders for Ten Pins. With the spring and summer season just opening, the demand has been exceptionally brisk. Operators have been spotting Ten Pins machines in locations that they expected to be very profitable three or four weeks from now, but these same operators find that immediate collections are amounting to $25 to $50 a week. This has naturally started an unusual flow of business into the Rock-Ola factory.

The conveyor system production line originated by the Rock-Ola Corporation in the manufacture of Jig Saw and World Series Pin Games has been a great help in speeding production on Ten Pins Bowling Alleys. The conveyor production line extends more than 300 feet in the huge Rock-Ola plant with hundreds of workmen assembling the game.

Rock-Ola's new Ten Pins with the outstandingly attractive Rock-O-Lite has already been the subject of much discussion and action among operators. The Rock-O-Lite finish has proven a natural attraction and cash boxes have reflected the increased popularity.

ROY BANGS OPERATING MUTOSCOPE PHOTOMATIC

Roy Bangs, well known and beloved operator of Little Rock, Ark., is now operating a number of Mutoscope Photomatics in and around Little Rock. Roy says that they are doing nicely.

Roy is one of the finest fellows one ever met. He is respected by the entire operating craft of the Southwest. He is active in all association work that helps the operator and is a square shooter.

He is, in addition to his operating activities, owner and manager of a swell tavern known as Karo Klub, which is located on Highway 10, just out of Little Rock. Roy recently gave a party at his Klub for his operator friends and others. A swell time was had by all. The Karo Klub contains one of the best dance floors to be found anywhere.

Coinmen who happen to be in Little Rock should always look up Mr. Bangs. He will be glad to see you and when motoring over Highway 10 in the Little Rock section, be sure and drop in.

The house agent decided that he had better be quite frank with his latest clients.

"Of course," he began, "this house has one or two drawbacks which I feel I must mention. It is bounded on the north by the gasworks, on the south by an india-rubber works, on the east by a vinegar factory, and in the west there is a glue-boiling establishment."

"Good heavens!" gasped the husband. "What a neighborhood!"

"Quite so," replied the agent. "But there are advantages. The rent is cheap, and you can always tell which way the wind is blowing!

The Highlanders Band, under direction of Captain Jack Grant, second from right, entertained at Geo. A. Miller's Prevue of 1940 Rock-Ola Phonographs in Oakland, California. Shown with the band from left to right: Geo. A. Miller, Rock-Ola Distributor; George Murdock, Rock-Ola District Manager; the Leadership Girl, and Jack Nelson, Rock-Ola Vice-President.

DAVAL REPORTS 180,000,000 PENNIES

▶ Chicago.—The Daval Co., Inc., 2043 Carroll Avenue, this city, believe that one of the greatest reasons for the profit boom on their new counter games has been the fact that the Federal Government is minting more pennies than ever before in history. This past year over 180,000,000 pennies were turned out.

"This is more or less due to the number of sales taxes now in effect throughout the entire nation," Al S. Douglis, president of Daval comments, "and these pennies have tremendously increased counter game play.

"There isn't anyone anywhere that wouldn't much rather take a chance with the pennies in his pocket to obtain a pack of cigarettes than carry them around. For some reason or other the average man or woman doesn't like a pocketful of pennies.

"Operators who are cognizant of this fact and place Daval counter games on restaurant, cigar, drug and other store counters, near cash registers, have been getting these pennies just as rapidly as the public have been handed them in change.

"The average man or woman, it has been noticed, will place the pennies he or she is given in change into one of our counter games and actually feel happier when they lose them than if they had to carry them around.

"That's why we have arranged for every one of our counter games to feature penny action. The result has been that operators all over the country report to us they are getting more pennies than they ever did before in their machines. Operations of Daval counter games are increasing everywhere and the operators are happily placing our machines just as fast as they can.

"There is no doubt that additional mintings of 180,000,000 pennies each year plus the large number of pennies now in circulation means that operators have so much greater opportunity for cashing in with our counter games than they ever had previously.

"The sales tax problem is a rather delicate one for many politicians. But, for Daval operators it's just too swell to consider as a problem. The only problem Daval operators may have is lugging the pennies away and having them wrapped for their banks.

"All Daval counter games are attractively designed. They meet the approval of the public on every location anywhere in the country. They are equipped with extra large cash boxes so that they will handle a large number of coins and thereby cut down service calls. They are of a perfect size so that they are instantly noticeable on the counter and yet conservative enough not to attract too much attention.

"Every counter game we build is the work of well known designers who have all these thoughts in mind. That's why Daval counter games assure operators real money in the bank at all times."

SPORT SPECIAL BREAKS RECORDS

"Sport Special is breaking records right and left," says George Jenkins, sales manager of Bally Mfg. Co. "Naturally, we expect a multiple free-play game to hit pretty high earning levels, but Sport Special has gone beyond anything we hoped for. Carl Trippe of Ideal Novelty Co., St. Louis, reports one Sport Special which increased collections in a St. Louis spot 200 percent. Roy McGinnis of Baltimore, sending in a collection report far too sensational to publish, stated that the collection was a 'record-breaker' for the location. Louis Boasberg, who operates the Sport Center sportland in New Orleans, phoned to tell me that Sport Special broke the Sport Center record for earnings. Similar reports are coming in from all over the country.

"It's that 'buy-the-board' idea which is doing the trick—getting 10, 20, 30 or 40 coins per game. In automatic payout territory, Sport King is equalling Sport Special's performance. Sport King also has the 'buy-the-board' feature, changing odds, mystery selections, 4-multiple, pins-and-pockets panel—plus a $45 top reserve."

PHIL MARKS GIVES FT. SMITH PHOTOMATIC

That live-wire operator, Phil Marks, Fort Smith, Ark., is going places with Mutoscope's Photomatic, the instant picture taking and developing machine.

Phil has just recently opened the attractive Fountain Lake Arcade and is looking forward to a big spring, summer and fall run.

Total Loss

"What did you do with my shirt?"

"I sent it to the laundry."

"Ye gods! The whole history of England was on the cuffs."

"Hands across the Bay," Fred Neumann, Rex Vending Company, San Francisco, and Geo. A. Miller, Northern Distributing Co., Oakland, California, congratulate each other on their Rock-Ola Phonograph Distributorships.

WURLITZER STAGES PING PONG PARTY

Left to right, standing: Ping Pongers Mike Hammergren, Carl Johnson, Ray Haimbaugh, Harry King. Seated: Paul Fuller and Roy Waltemade, all executives of the Rudolph Wurlitzer Company.

► Fathered by Wurlitzer's famed designer, Paul Fuller, a group of this firm's officials recently staged a ping pong party that will be remembered for many years to come.

Preceded by a dinner of many courses, the tournament opened with most players considerably indisposed from indigestion, limp and fagfooted from over-indulgence in a host of heavy delicacies.

Accused by all concerned as purposely planning this weighty feast to incapacitate his opponents, Fuller "stoutly" denied such deviltry, called for play to start without further delay.

What happened was exactly what Fuller expected would happen. It can be summed up in the general conclusion that because you build a good phonograph doesn't mean you can play a good game of ping pong.

Greatest bit of skill displayed during the evening was Fuller's artful dodging of a bill submitted by the management of the emporium for broken bats and balls.

Rumors that one ping pong table was reduced to kindling were spiked by Wurlitzer Vice-President Carl Johnson who stated that while three legs were knocked off, the surface of the table was not demolished.

Plans for a second meeting of the group hinged on Fuller's ability to find a proprietor of a ping pong parlor who hadn't heard of the first meeting.

That the group might have to move out of town for further meetings was admitted by a spokesman who denied that the party had anything to do with the fact that his arm was in a sling.

PLATTER PALAVER

VARSITY—Among the recent Varsity releases that operators might make some money from is that lovable tune, "Colorado Trail," vocal with inst., and the vocal is done by that fast rising star, Bob Miller. Miller has a voice that really records on the wax and this magazine predicts that he's a coming top-notcher if not already one. Miller's voice is soft, yet strong enough to put over the best of song hits. Get this platter, No. 5104, "Colorado Trail," vocal by Bob Miller. Don't forget.

For those race spots grab "Shadow Blues" by Sally Sad who sings and whips out that piano like it should be whipped out for a colored spot. It is No. 6040. The other sure shot for your negro locations is "Down South" by Scrapper Blackwell. Scrapper really goes to town on that ole guitar in this cutting. Be sure and get this number. They are Varsity.

Another Varsity number that you can use to good advantage is 8220, "Hawaiian War Chant" with "Song of India" needled on the other side. Both numbers are fair and should be on your phonos—they should at least take spot 20.

"Going Goin' Home," another Varsity waxing whipped out by Bill Murphy and Orchestra, with vocal refrain, is a top-notcher for music operators. This number will really get the nickels. It is 5106. Opposite side has a fair cutting, "Mountain Music," fox trot which is rendered in real Bill Murphy style. The customers will really go for "Going Goin' Home."

C. B. Wikoff Appointed

C. B. Wikoff has been appointed treasurer of the Columbia Recording Corp., it was announced recently by Edward Wallerstein, president. His headquarters will be at the Columbia Recording Plant in Bridgeport, Conn.

RECORDALL

▶ The engineers of Recordall, manufacturers of electrical recording equipment, with the assistance of C. H. Rueberg, who was with the Bell Telephone Company 20 years as technical engineer, have, after two years' research and experimentation, perfected a sensational device known as RHYTHM-AIR (formerly known as Magic Voice). They have perfected and patented a mechanism having an open circuit so constructed as to operate over any telephone company's wires. Rhythm-Air operates from a central station out to units of 10, 20, or more locations with only one girl operator. It's possible to talk back and forth from location to girl in control room even while music is playing.

The charges are deposited in coin slots the same as for a record selection in automatic phonographs. The operator can get things started by dedicating a selection to any name she may hear mentioned as she can hear everything going on at any location she chooses to listen in on. M. H. Stearns, sales head of Rhythm-Air, points out the big savings on records alone, which is a large factor in favor of wired music. Records are never discarded but kept in stock so that at customers' requests old favorites can be played. Rhythm-Air has specially designed, beautiful stream-lined cabinets which harmonize with any color scheme simply by using different colored bulbs.

The demand for Rhythm-Air equipment has made it almost impossible to keep a demonstrator on the floor at the plant and many operators have not yet had an opportunity to see the equipment in operation. However, now a complete unit has been permanently installed at the factory and operators are invited to come in and see it in operation at any time or if they cannot come to the plant if they will write in they will be notified when a representative will be in their vicinity to make a demonstration for them.

Even with heavy orders on hand, the production manager assures Mr. Stearns of unlimited production. Recordall, who are the largest manufacturers of constant groove speed recording devices in the world have all the facilities and technical experts necessary to insure steady output.

VEMCO PHONOGRAPH SALES HIGHER IN '40

Fayetteville, N. C.—Joe Calcutt, of the Vending Machine Co., reports that his firm, up to the present time, is above last year's sales record for automatic phonographs. He reports that Vemco is much busier than before arranging for shipments to accounts in Virginia and North and South Carolina.

"These shipments are going out regularly and the phonographs are appearing in leading spots throughout our territory," reports Calcutt. "With the increase in sales and shipments, there has been a consequent increase in the number of comments we receive on the Mills phonographs. The comments all agree that these phonographs are the finest they have ever used.

"Comments generally say that locations are exceptionally pleased with the machines when they are installed. Not only is the appearance of the machines outstanding, but tone, efficiency and mechanical dependability get their share of pleased comments."

BALLY BEAUTY GIRLS WRITE SALES LETTER

▶ Featuring the new triple-register score system, introduced in the Bally Beauty high-score game, Bally Mfg. Co. recently mailed a letter which was supposedly written by the three bathing beauty girls who appear on the back-glass.

"Maybe you think three's a crowd," the girls apologized, "but you'll change your mind when you play Bally Beauty and see why the boss put all three of us on the game! Bally Beauty features a new tantalizing triple-register score system that keeps players on pins and needles—and insures plenty of repeat play."

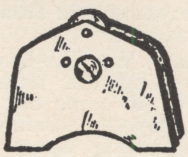
TOO LATE TO CLASSIFY

FOR SALE—Forty automatic phonographs. All Models. Priced to sell. Will sell one or all. Wanted to buy A.B.T. Pistol Target games, also 3-way Gottlieb Grip machines. State lowest price. C. W. Percy, 8602 Meadowbrook Road, Preston Hollow, Dallas, Texas.

Clerk: "These are especially strong shirts, madam. They simply laugh at the laundry."

Customer: "I know that kind; I had some which came back with their sides split."

ROLLER BEARING



Percentage Regulators

Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

50c Each; $5.00 per Dozen
$32.50 per Hundred

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Subscribe now for AUTOMATIC WORLD and keep posted on the coin machine trends during 1940. Send $1.00 for one year or $2.00 for THREE years. Do it now.

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Enclosed find $..... for which send AUTOMATIC WORLD for..... to—

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HOW RECORDS ARE MADE

"It takes 36 seconds to transform a shapeless lump of plastic into say, Beethoven's Fifth Symphony. But the saga of a phonograph record really begins in India, Central Europe and the Dutch East Indies, where some of the 10 ingredients are gathered and packed. It continues through five principal stages involving thousands of people.

"Records are not made of wax or rubber, as popularly supposed, but are compounded and treated from resins and shellac and various types of filler in a formula constantly changing with experiment. Two separate disks are referred to as records in the recording of music: the plastic platter on sale at the music store and the studio disk on which the sound is first engraved. The studio disk contains no wax, either (alas for the handy verb, waxed) but a blend more resembling soap. This is melted, centrifuged and poured through fine mesh to remove all foreign particles, then allowed to flow out smooth on a circular metal plate.

"In the studio control room, similar to those in radio stations, this disk is revolved at the same speed at which the finished record is to be played while a recorder, with sapphire cutting point, inscribes the spiral grooves. Music is transferred to the record through a microphone which changes the sound waves into electrical impulses which in turn vibrate the cutting head as it travels its spiral path.

"This transcribed disk is playable, but only once, so the next step is to use the disk as a mold in producing a matrix or negative of the record with tiny ridges corresponding to the record's grooves. This is done by coating the surface of the compound with a film of silver or gold (high electrical conductivity) and placing the whole in an electro-plating copper bath. When the copper has formed in sufficient thickness the compound is stripped off and the result is the matrix, 'original' or 'master.'

"At this point the whole process is repeated, with minor variations, to produce first another positive and then a number of negatives from the positive. The final matrices are used to stamp records, while the master goes in the file. Record 'biscuits' whose ingredients come from all over the world, are cut from a plastic sheet, stamped in hydraulic press which first heats, then cools the disks. The labels are not glued on but actually pressed into the record materials. Edges are rounded off, disks are inspected, placed in envelopes—and the buyer makes his choice."

RAVINE SIGNS BIG ORDER FOR WURLITZER PHONOGRAPHS

▶ Jack Ravine of the United Machine Co., Wurlitzer Music Merchants of Minneapolis presented tangible proof that he believes "Wurlitzer's the Winner" with sizeable order for 1940 Wurlitzer Models.

Placed with the Acme Novelty Co., Wurlitzer Distributors of that city, this order for Wurlitzer Models 700 and 800 constitutes another step in the application of Wurlitzer's Modernization Plan to United Machine Company's operations.

According to Mr. O. R. Truppman, Sales Manager of Acme, this order for Console Models is one of a great many signed by his firm in the last month. His company, he added, is enjoying the biggest sales in its history, an upward surge which he traces to the day the 1940 Wurlitzers were announced.

Jack Ravine signs on the dotted line while Acme Novelty Sales Manager O. R. Truppman looks on.

BALTIMORE COLLECTION BOOKS

For Every Operator!

Form
- D For Drink Machines
- K For Pin Games
- R For Phonographs
- B For Skee Ball Games
- V For Vending Machines
- A For Slot Machines
- F For Diggers
- S For Salesboards
- C For Record Requests
- T For Cigarette Machines

For detailed circular covering standard and individualized forms . . .

WRITE CHARLES FLEISCHMANN!

BALTIMORE SALESBOOK COMPANY

120 West 42nd St. NEW YORK

A gas company's official was about to enter a certain house to read the meter. Unfortunately, he had a very large nose, about which younger members of the family often passed rude remarks.

On this particular day, a small nephew was staying with the family. Thinking that the boy might blurt out some hurtful remark, his aunt gave him a warning glance as the man entered. Whereupon the lad cried out: "It's all right, auntie. I'm not going to say anything. I'm only looking at it."

★

TRY AN AD IN OUR MAY ISSUE. YOU WILL BE PLEASED WITH THE RESULTS

★

INDUSTRY MOURNS LOSS OF D. J. MOLONEY

▶ March was a month of sorrow for the coin-machine industry and allied trades—sorrow for the loss of D. J. Moloney—"D. J." to his countless friends—who was, until recently, factory superintendent of Bally Mfg. Co. and to whom death came suddenly but peacefully in the early morning of Monday, March 11.

After a life-time in the steel industry, "D. J." retired several years as superintendent of the Otis Steel Co. works in Cleveland. Shortly afterward, in 1933, he returned to industry as factory superintendent of the company which, a few years earlier, had been established under the leadership of his son, Ray T. Moloney. During Bally's period of greatest growth, "D. J." found in the problems of a fast-moving industry a congenial outlet for his energy, organizing ability and skill in the management of men. Bally found in "D. J." an ideal coin-machine production executive. And literally hundreds of coin-machine men, from members of the Chicago manufacturing community to operators in every section of the country, found in "D. J." a friend whose ready wit, forthright manner and genial disposition endeared him to all with whom he came in contact.

"D. J." had been on leave of absence during the past year, because of ill health. Apparently on the road to recovery of his usual vigor, he had been visiting frequently at the Bally factory, enjoying renewed contacts with friends of his busy coin-machine career. His confidence that he would soon laugh at his 67 years and return to the active life he loved added to the shock and sorrow caused by his death, which followed a heart attack.

All afternoon and evening on the day of his death hundreds of his friends, in and out of the coin-machine industry, visited a northside chapel to say a silent farewell to "D. J." before his body was removed to Cleveland for interment. Numerous coin machine men from Chicago, New York and other cities attended the funeral.

Among those who crowded the chapel were the men and women who had worked under "D. J." in the Bally factory and to whom his death was a cause of special grief. "D. J." commanded unusual loyalty and affection from his organization—loyalty and affection based on respect for his ability and trust in his kindly, democratic spirit. The problems of his workers were his problems, whether the problem concerned work at the factory or trouble at home.

A man who devoted his life to the management of men, who understood men and the art of bringing out the best in each man under his direction, "D. J." wrote his own epitaph in words he used when praised for his own work. Those who knew "D. J." intimately know that he was not speaking only of his foremen, but of the humblest steel-mill or coin-machine worker under him, when he said, "If there are any medals to be passed out, hand them to the lads that stood by me on this job."

Counsel for the plaintiff had reason to suspect that somebody connected with the defense had been instructing one of the witnesses.

"Look here," he said, severely, pointing an accusing finger at the man in the box. "You realize, don't you, that you have taken an oath to tell the truth?"

"I do."

"All right, then. Now I want to know if you know the meaning of the word 'collusion'?"

"Certainly. I was in one once on the railway."

A Deep Friendship

"Do you know Art?"

"Art who?"

"Artesian."

"Sure, I know Artesian well."

D. J. MOLONEY

ERNEST WALKER APPOINTED FACTORY REPRESENTATIVE FOR MUTOSCOPE REEL

Ernest (some call him Ernie) Walker, Fort Worth, and head of the Walker Sales Co., has been appointed factory representative for International Mutoscope Reel Co. of New York City, makers of Photomatic, Voice-O-Graph, Sky Fighter and many other money-making coin machines. Ernest will look after distributors' sales in Texas, Oklahoma, Louisiana and Arkansas.

Mr. Walker recently spent two weeks in New York City, picking up first-hand information at the big Mutoscope factory. He says that he had little trouble finding his way about in Bill Gersh's home town. Broadway, he said, was just like a big county fair all day long and into the night. "It's a mighty swell town," Ernest contends.

He is highly enthused over the reception the Mutoscope machines are receiving, especially that latest sensational wonder, Sky Fighter. Photomatic is also going big in the Southwest and he expects a big year during 1940.

DISTRIBUTORS APPOINTED BY COLUMBIA RECORDS

The Flint Distributing Co., Salt Lake City, Utah, and Farrar-Brown Co., Inc., Portland, Maine, have been appointed wholesale distributors for Columbia, Brunswick and Vocalion records, it was recently announced by Paul E. Southard, Sales Manager of Columbia Recording Corp.

The Flint Company, 216 W. Second South, Salt Lake City, will service clients in the state of Utah, the southern portion of Idaho and Elko, White Pine, Lincoln, and Clark counties in Nevada. Farrar-Brown, located at 492-498 Forest Avenue, Portland, covers the state of Maine and Coos, Belnap and Strafford counties in New Hampshire.

TORR INTRODUCES NEW TYPE VENDER

Philadelphia—A new type of penny machine has been introduced by Roy Torr, Philadelphia distributor. The new machine is known as Derby Races.

"Derby Races," said Torr, "has a unique amusement feature that provides a horse race each time a penny is inserted. The horses revolve around the Derby Race globe and are all numbered brilliantly and colored. This animation stimulates the influx of pennies, providing a clever diversion in addition to vending merchandise."

Two's a Crowd

Before I heard the doctors tell
The dangers of a kiss,
I had considered kissing you
The nearest thing to bliss.
But now I know Biology
And sit and sigh and moan,
Six million mad bacteria—
And I thought we were alone.

"Oh, dear, I've missed you so much," and she raised the revolver and tried again.

BALLY HAS NEW HI-SCORE GAME

"This is one time when beauty is more than skin-deep," declared Ray Moloney, president of Bally Mfg. Co., announcing the new Bally Beauty high score novelty or free play game. "Because Bally Beauty is a beautiful job from every angle —eye-appeal, play-appeal and mechanical perfection.

"Introduced for the first time in Bally Beauty is a new triple-scoring system, whereby player can win on any or all of three scoring sections, and the particular section in which his hits are registered depends on constantly shifting key-lights. Thus the first 1000 may be chalked up in the red section. Then, when the key-light changes, the next few thousand are registered on the yellow section. The player, of course, then tries to avoid hitting bumpers which will change the key-lights and thus concentrate his 1000's in the yellow section. Usually however, the key-light will shift, and start ringing up hits in the green section, after which the cycle starts again with red.

"In addition to free games scored in any or all of the three scoring sections, player may score by a feature which has the same 'quality' appeal found in 'spottem-type' games. In other words, player receives 1 free game for every 1000 scored after all three sections have reached a certain score. Also two roll-overs each score 1 free game when lit. Thus the player can win on 5 different ways on Bally Beauty.

"Judging by the reaction of operators, jobbers and distributors who've seen Bally Beauty—and by collection records reported from test operations—we are convinced that Bally Beauty is as great a hit in the high-score class as Triumph is in the 'spottem' class, and we're set up for big volume production on both games."

PENNY PHONO MAKES SWEEPING PERSONNEL CHANGE

We are pleased to advise you of a sweeping change in personnel by reason of which new and experienced man-power has been added to Cinematone Corp.

Mr. Erle M. Burnham, president and sole owner of Burnham Manufacturing Co., has assumed the duties of president and general manager of this organization. And it is felt that his 20 years of experience in the manufacture of phonographs, manufactured cabinets, and high grade furniture duly qualify him to act in this capacity.

Mr. Burnham, in assuming his new position, has dedicated himself to a policy of constantly improving our product, PENNY PHONO, and to correcting and overcoming any and all obstacles to its sale and operation.

In line with this policy, Mr. Burnham has instituted certain mechanical changes in the tone arm lift and coin chute, and has set up a system of factory inspection and testing of machines which tends to reduce to the smallest degree mechanical difficulties in the field.

Negotiations have been opened toward obtaining name bands and singers for Penny Phono Records, together with improved methods of recording and distributing the same.

Through his efforts, we feel assured all incidental delays in delivery of Penny Phonos and Penny Phono Records will be eliminated, and the quality and quantity of Penny Phono Records increased.

DENVER PHONO LICENSE UP AGAIN

Denver, Colo.—When the City Council decided on a license fee of $10 for each coin music box, with a $200 license fee for each operator, opponents to the high fees brought to light some interesting figures concerning operation of these machines in the city.

Figures revealed that approximately 450 automatic phonographs are operating in Denver, mostly in restaurants and taverns.

These machines are distributed by 22 operators, of whom 14 have from three to 12 machines, five from 35 to 40, and three more than 40 each.

It was revealed that the average cost of a new machine was about $450, and the average gross income from a machine $8 a week. Half of this goes to the proprietor of the establishment in which the machine is placed. Thus, gross income to the operator is $4 a week a machine.

Records cost on the average 53c a week for each machine, and average repairs average about 50c a week. Operators differed in cost of taxes and depreciation a week from 50c to $1.

Machines owned by proprietors of the establishment in which they are placed would, under the proposed ruling, be taxed $60 a year. It was pointed out that if the fees went into effect, at least 17 of the 22 operators would be driven out of business, leaving all the trade in the hands of a handful of operators.

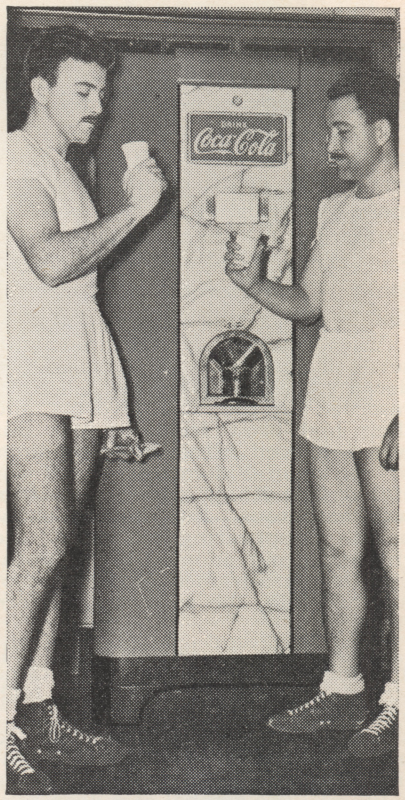
The Denver Post, which gave front page position to the story, figured that if one operator were to be the only survivor of the taxes, his income would be nearly $100,000 a year.

AUTOMATIC WORLD GOES ON THE AIR

Breaking a record of being the first coin machine trade paper to receive recognition on the air, AUTOMATIC WORLD recently was broadcast over WRR, a station in Dallas, Texas.

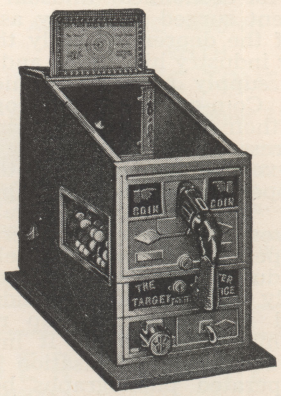
On Wednesday, March 27, Bill Boyd and his Cowboy Ramblers gave time to AUTOMATIC WORLD and praised its work and extended it and its staff, Oscar Branch, Tom Murray and Aaron Smith their highest regards and congratulations and then dedicated a cowboy song, "Home on the Range," to the magazine.

Bill Boyd and his Cowboy Ramblers are well known among phonograph operators due to their many money-making recordings that music operators have been using the past few years. The boys recently did a batch of cuttings that will soon be released.



Delicious and refreshing, after a work-out, is a drink from Bally Beverage Vender installed in a New York gymnasium.

"MASTER"
You'll Make Money, Too,
IF YOU OPERATE THE



TARGET PRACTICE
WRITE FOR DETAILS
The Norris Mfg Co.
COLUMBUS, OHIO

Coin Operated Phonographs Develop Over 100,000,000 Music Critics in United States

► "What is your favorite song? What orchestra do you like best?" Ask any busy city resident you see scurrying down the thoroughfare these questions. If he or she doesn't give you a quick glance of pitying amazement, you're bound to get an opinion on music. Then, should you become more friendly with your newfound "man-in-the-street," you'll find a strong musical preference.

Yes, history has advanced with seven league boots in the past few decades. Music was first a luxury reserved for the "Chillyworths" and their high-brow friends. And this was imported music, the drippings of continental composers. It was stylish. Anything purely American was barbarous,—the echoing chant of the disappearing red man, the rhythm of our adopted black brothers, the unrestrained exuberance of our hill folk, the spirit of Western frontiers.

Then, from the bayous of Louisiana and the Mississippi Valley came strange threads of music, rising high above the wind to a sharp shrill . . . silence . . . then a slow, muffled beat ever deeper: thumping, booming beating! A warming, stirring rhythm! The symbol of a deep psychological awakening—a new mental, spiritual, and esthetic freedom. Popular American music became the people's choice. Ragtime played itself into history, opening a way for jazz. Jazz beat out its pulse in a successful effort to create the blues. Then, in the late, tempestuous thirties, when everything economic had slowed down, came swing "To Chase the Blues Away."

By this time radio had made America music conscious. The demand for economical, unusual entertainment surged forcefully as a result of the depressing early thirties. A new industry hired men and women to supply music at a nickel a tune. Coin-operated phonographs made their appearance; first in somber dress with nothing of eye appeal except newness and nothing of ear appeal except musical reproduction.

However, a newcomer entered the coin-operated phonograph field and the industry was revolutionized. An entirely different music vendor appeared in restaurants, tap rooms, and amusement spots. It immediately became the sensation of all coin-operated phonographs because of its colorful, lightup plastics and luxurious appearance. The name "Luxury Lightup" was adopted. This concern within five years grew from a start to a huge corporation employing over 1000 men and covering 8000 square feet of factory floor space.

Startling improvements in sound and appearance quickly made the coin-operated phonograph business a highly important industry. The popularity of phonographs has also been aided by the radio. Mr. Jack Nelson, vice-president of the Rock-Ola Mfg. Corp., states: "People know music better than they have ever known it before. They hear it continuously, at home through the radio, in their automobiles, on trains, airplanes, and during their meals."

It is this continuous world of music of the average person that is rapidly developing over 100,000,000 American adults into music critics. And coin-operated phonographs through a tremendously wide distribution appeal to millions of individuals every day, thus insuring for this industry an important part in the next phase of American music.

SENATOR SHEPPARD FOR RE-ELECTION

Senator Sheppard gave out a copy of the following letter he recently sent Mr. William M. Thornton, staff correspondent, Dallas News, Austin, Texas:

"I note your statement in the Dallas News of Feb. 8 to the effect that it is felt by some that Morris Sheppard might be willing to step down in 1942, after having reached the age of 67 years and having seen 30 years' service in the Senate. In order to dispel this illusion let me say that I shall be a candidate for re-election in 1942. I have an ambition while continuing to serve the people with the best energies I possess to break the all American record for length of service in Congress. Another election will enable me to do this. There are still five men, none living, who have served in Congress consecutively or non-consecutively longer than I have but after another term my record will exceed the record of each of these.

"With cordial good wishes, I am,

"Truly your friend,

"MORRIS SHEPPARD."

NO IMMEDIATE ACTION ON COPYRIGHT LEGISLATION

The possibility of congressional action to revise the present copyright law has been under active consideration in Washington since the beginning of the present session of Congress.

However, the Senate Patents Committee met on March 25 and decided that because the subject was such a controversial one, with so many different interests involved, there was hardly time to give full consideration to the matter during the current session and it seems likely, therefore, that there will be no activity on copyright legislation during the current session of Congress.

College is a place where people with lots of crust spend lots of dough and have one long loaf.

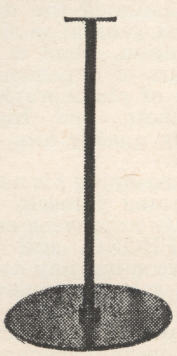
BIG NORTHWESTERN VENDER DEAL

George Yost, Oakland operator, has just signed a contract to install bulk vending equipment in the Key System and East Bay Transit Co.'s waiting rooms, terminals, shops, offices, and all of the ferry boats going to the Golden Gate International Exposition this year.

After a careful analysis of many available types of bulk vending equipment, Mr. Yost placed an order with the Dick Tyrrell Co. of Oakland and San Francisco for over a hundred Northwestern bulk venders. Mr. Yost has been operating various types of bulk venders for several years and came to the conclusion that the only machines suitable for holding down these ace locations were Northwesterns. Conservative estimates of business in these locations are very good.

Captain Jack Grant, leader of the famous Scot Band, sends his bagpipes to the lovely Rock-Ola Leadership Girl. George Murdock, Rock-Ola District Manager, and Jack Nelson, Rock-Ola Vice-President, are shown to right of Captain Jack. This unusual shot was taken at Geo. A. Miller's Prevue of 1940 Rock-Ola Phonographs in Oakland, Cal.

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

PENNY PACK ENTERS SIXTH PRODUCTION YEAR

Chicago.—Six years ago Daval presented to the trade what has since then been termed "The greatest counter game of all time," "PENNY PACK."

Now in its sixth production year, Penny Pack continues to receive the plaudits of the country's operators. It continues to replace other counter games and is still considered one of the greatest moneymakers in the history of the coin machine business.

According to Al S. Douglis, president of Daval, "there is no doubt that Penny Pack has set a record for counter game production and sales which will never be equalled. For six consecutive years we have been producing this game and not a day goes by that we don't get orders from operators for more of these games.

"Frankly, we wouldn't have remembered that we had been producing Penny Pack for so many years, if it hadn't been for one of our distributors writing in to us, enclosing quite a sizeable order and reminding us at the same time that this was the sixth straight year he has been ordering Penny Pack from us.

"It seems that Penny Pack will go on forever. Other games come and go—but Penny Pack goes right on bringing big profits, appealing to the players just as much as it ever did and creating new friends every day.

"This is no doubt due to the fact that Penny Pack was not only the first counter game to feature modern, streamlined design and harmoniously blending, attractive color scheme, but with the Penny Pack Daval pioneered the silent and shakeproof type mechanism which has since become the standard of the industry.

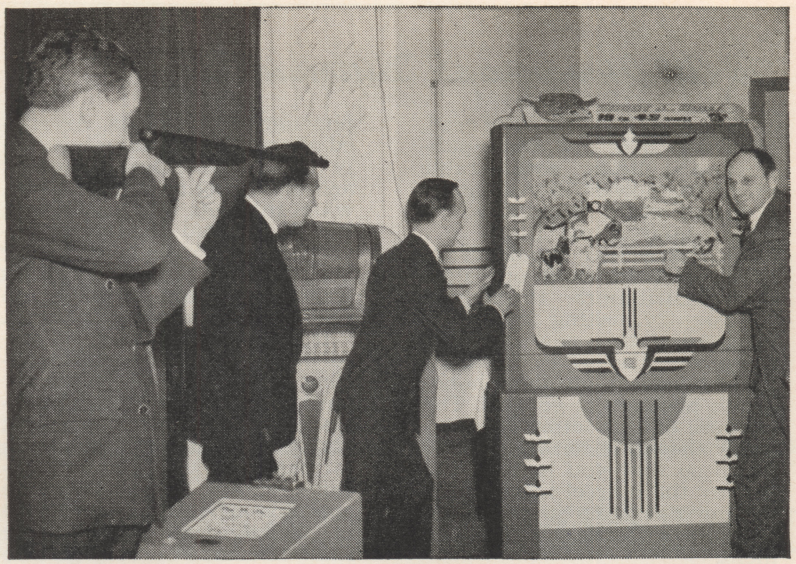
"There have been very few coin operated devices which have lasted that long and we believe that six years from today it will still be going great guns."

WILLIAM T. MEYERS JOINS COLUMBIA RECORDS

William T. Meyers has been appointed to a new position as executive consultant for chain-store and sales policies, it was announced today (Monday, March 25) by Edward Wallerstein, president of Columbia Recording Corp.

Considered one of the chief figures in the recent upswing in the phonograph industry, Meyers at 35 brings 14 years of experience to his new post. His duties, which bring him into close co-operation with H. S. Maraniss, Assistant to the President, and Paul E. Southard, sales manager of Columbia have a direct bearing on the increased importance chain stores have been placing on records.

Born in Chicago, Meyers attended Purdue University where he studied chemical engineering. After graduation he joined RCA in Chicago and stayed for 12 years, becoming general manager.



GEORGE JENKINS, sales manager of Bally Mfg. Co., and Sam Taran of Mayflower Novelty Co., St. Paul, kibitz while guest at recent open house tries his kill on Bally's Bull's Eye Ray Gun.

SKEE-BALL-ETTE AND SCORE CARD IN BOOM

CHICAGO—It's rush upon rush at the D. Gottlieb & Co., plant, as a tremendous demand for their new release, Score Card, swooped down with a flood of orders, report officials of the company. This tidal wave, coming on top of their enormous volume of orders for Skee-Ball-Ette, created a boom of business and precipitated the company into another production problem.

"We've been going full blast at our 2 factories, day and night, to keep up with Skee-Ball-Ette," said Dave Gottlieb. "Now, we've been forced to double the size of our general offices and increase our force to handle the new rush on Score Card. "There was, of course, no doubt about the popularity of this new hit, because it embodies the new card appeal and come-on proven in Lot-O-Fun, Lite-O-Card and Big Show, which were sensational successes. However, we did not expect such an overwhelming acceptance from the trade all at once. In Score Card, our three games that scored such phenomenal success in the past have come back into life, with even more oomph than before. Besides their features, the new game captivates players with its 6 separate ways to win, its new color effects, lively ball action, and a brand new 'come-on' booster in the form of 'almost a winner' for the player every time."

Nursery Rhyme

Baa, baa, black sheep! Have you any wool?
Yes, sir, yes, sir, three bags full.
One for my master and one for my dame,
And one for college students to pull over the eyes of 37,473,890 professors.

OPERATORS
INSIST ON AN AUTOMATIC PHONO NEEDLE WITH
SYMPHONIC TONE
Sample 35c
THE ELDEEN CO. 176 West Wisconsin Milwaukee Wis.
MAESTRO POINT
2000 PLAYS

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"
MACHINE NUMBER 142
W. W. WILCOX MFG. CO. CHICAGO
Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.
50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50
Write for Circular on
BRASS TRADE CHECKS
Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago

To All Phonograph Distributors:

I assume that you have read, in newspapers and trade-publication articles, considerable about the new Mills Automatic Motion Picture Machine which will display sound films.

We have had hundreds of inquiries from both operators and distributors throughout the country, asking for details concerning this new development and also to ascertain its possible effect on the phonograph business in general. The purpose of this letter is to explain the situation to you in detail so that you in turn can convey the correct information to any operators who might ask you regarding this equipment.

To begin with, all the publicity concerning this machine was, to say the least, very premature—it was not released by the Mills Novelty Co.

The machine itself is merely in the development stage. There are still a great many angles which will have to be worked out before we can even go into production. The machine is no threat whatever to the phonograph industry for the simple reason that its cost will necessarily be so much higher than that of a phonograph that it could be used only in an exceedingly limited number of high-class locations where possibly no phonographs are being used at the present time.

The cost of maintenance, together with the cost of the films, will represent an expense which would automatically eliminate most places which are now considered good phonograph locations. As stated above, the machine is merely in the development stage; and according to present plans, when this gets into production, it will be used chiefly for advertising purposes or in a very limited number of locations where there are probably no phonographs at all at present.

If, after the machine is started in production, should sufficient quantities of them be built to reduce the initial purchase price and the present cost of film and maintenance so as to make the price of the machine within the reach of an operator who uses equipment in the average location, we shall of course be very glad to give distributors and operators of Mills equipment the first opportunity to handle this.

As the matter now stands, however, the actual introduction of the machine will naturally be delayed pending further developments; and when it is introduced, I can see no possible way in which it will effect the present phonograph business. An indication of our attitude lies in the fact that we are constantly increasing production of phonographs and are developing new features to make the phonographs a more attractive investment from an operator's standpoint.

You will do me a great favor if you will pass this information on to any operators who feel that something is being developed which will affect the phonograph business.

Yours very truly,
FRED L. MILLS,
President, Mills Novelty Co.

Service Novelty Company plays host to a group of Music Merchants at the Rendevous Restaurant.
A jolly gathering at Ron Pepple's Showing of 1940 Rock-Ola Phonographs displayed at the Washington Hotel in Seattle. Left to right: Kenneth Callahan and Miss Hazel Hauton, both of Everett, Elm Hovde of Seattle, George Murdock, Rock-Ola District Manager, Mrs. Ron W. Pepple, Mrs. Ray Pepple, and Ron W. Pepple, Rock-Ola distributor.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US
Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

SCALES WANTED—WATLING, Large old style models preferred—Give full description, condition and lowest Cash price. Babe Levy, 2830-10th Court So. B6—Birmingham, Ala. (Apr.)

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

FOR SALE—TEN 12 RECORD slug proof Sympholas Seeburg Phonographs. Nice condition, $39.50 each. C. W. Percy, 8602 Meadow Brook Road, Preston Hollow, Dallas, Texas. Phone 584770.

WANTED PHOTOMATICS—CASH waiting, also Seeburg Rayolites. Advise serial numbers, age, number available, general condition, city machines located for inspection. Lowest prices. Must be cheap for resale. LEMKE COIN MACHINE, 31 West Vernor, Detroit, Michigan.

"George, you may bring me two fried eggs, some boiled Virginia ham, a pot of coffee, and some rolls," said a man to a waiter on a dining car, just after leaving Montreal.

"Yassa."

His companion said: "You may bring me the same, but eliminate the eggs."

"Yassa."

In a moment, the waiter came back.

"'Scuse me, boss, but jes what did you all say erbout dem aigs?"

"I said just eliminate the eggs."

"Yassa." And he hurried away to the tiny kitchen.

In another moment he came back once more, leaned confidently and penitently over the table and said: "We had a bad accident just afo' we leave de Windsor Street Depot dis mornin', boss, and de eliminator done got busted off, right at de handle. Will you take 'em fried same as dis genman?"

Ash Disposal

"Those are my brohter's ashes in the jar on the mantle."

"So the poor fellow has passed to the great beyond?"

"Heck, no! He's just too lazy to find an ash tray."

OUR LAST MONTH'S AD

RECORDALL'S MAGIC VOICE

Now Named *RECORDALL'S "RHYTHM-AIR"

DON'T BE STAMPEDED ! . . . WHEN SELECTING WIRED MUSIC !

Investigate Before You Invest ! ! !

RECORDALL IS MANUFACTURER OF *WORLD'S FINEST* RECORDING EQUIPMENT

"RHYTHM-AIR"

★ Has Established Factory Back of Every Part — Standard Manufacturers' Guarantee.

"RHYTHM-AIR"

★ Was Designed, Manufactured and Assembled in One Plant! Two Years in Construction and Perfection!

"RHYTHM-AIR"

★ Has Recordall's Exclusive Recording Instrument. Patrons Make Records—Hostess Plays Them!

Cabinets in Choice Woods and Colors • Get Complete Attention of Public • Mike in Cabinet at Face Level • No Stooping to Speak • Purer Record Tone • Superior Volume

"RHYTHM-AIR"

★ Is Accepted by Telephone Companys All Over the Country. Superior Performance!

"RHYTHM-AIR"

★ Has Master of Ceremonies in Every Spot—Hundreds of Records to Choose From!

"RHYTHM-AIR"

★ Will Have Demonstration in Your Locality Soon! Will Notify All Interested Operators.

WIRED MUSIC AT ITS BEST

RECORDALL SALES CORP.

2619-25 SANTA FE
LOS ANGELES, CALIF.

★

M. H. STEARNS
Sales Mgr.

★

* Trade-Mark Reg. U. S. Pat. Off.

(CONTINUED ON NEXT PAGE)

Don't Be Caught Short with your Hot Spots!

Wired Music is Here! Wired Music is New!

. . . BUT . . .

"RHYTHM-AIR" IS NEWER

WITH RECORDALL'S EXCLUSIVE RECORDING UNIT

COMPARE AND BE CONVINCED!

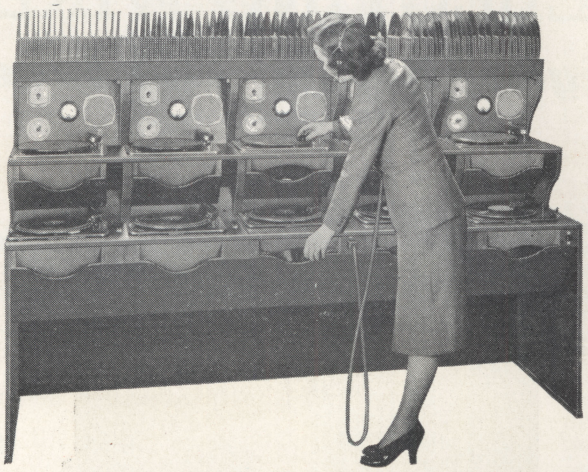
Only Recordall's *"Rhythm-Air"* Has ALL These Features

★ All-in-One Control Board. Only One Operator Needed. Everything on the One Board.

★ Semi-Floating Motor. Eliminates Vibration, Noise.

★ New Simplified Needle Change Attachment — One Hand Operation.

★ Light-Weight Crystal Pick-Up and Curved Arm Prolong Record Life.



All Records at Arm Level. Mike on Control Board at Face Level. No Stooping to Speak

★ Breast-Mike and Head-Phone for Operator — Hands Free to Play Records.

★ Every Part Fully Patented. Tested and Proved Under All Operating Conditions.

★ Simple! Easily Installed, with Low Operating Costs.

★ Requests Accepted While Music Playing. Compartments for Requested Records Under Each Turntable.

Recover Lost Locations—"RHYTHM-AIR" Brings Dull Spots to Life

BUILD PATRONAGE FOR THE SPOT — PROFITS FOR YOURSELF

You'll Find The Pot of Gold at the End of the Rainbow

WITH

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Trade Mark Registered U. S. Patent Office

Wire, Phone or Write for Details

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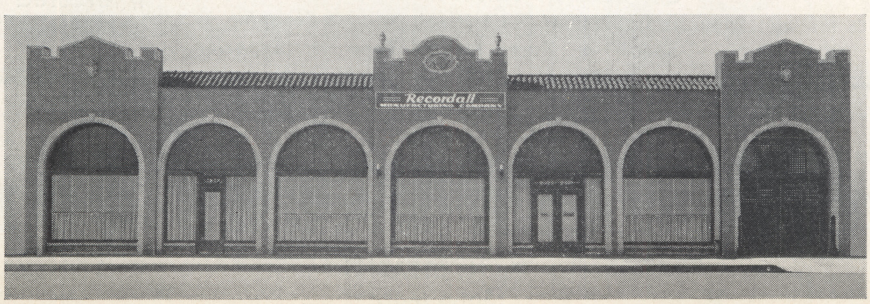
TERRITORIES OPEN



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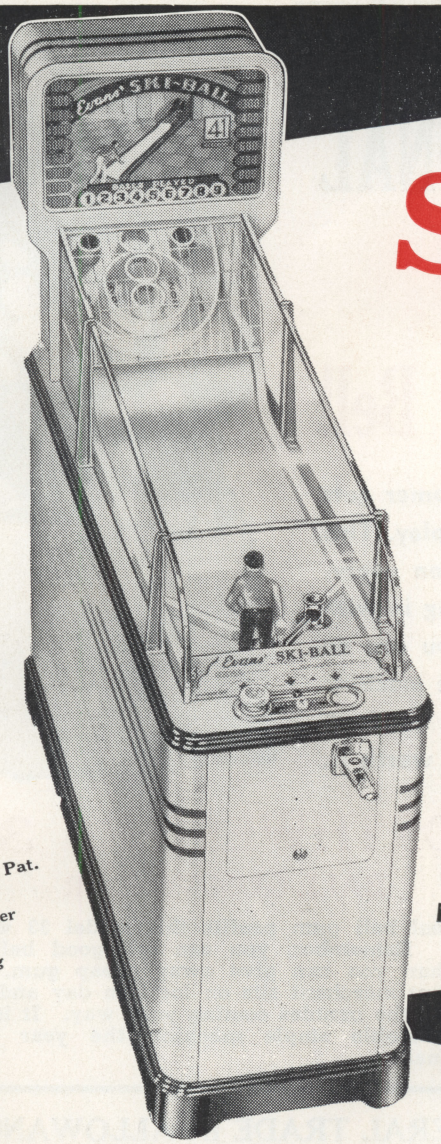


Fully Covered by U. S. Pat. 2,181,984 and other patents pending

EVANS' SKI-BALL

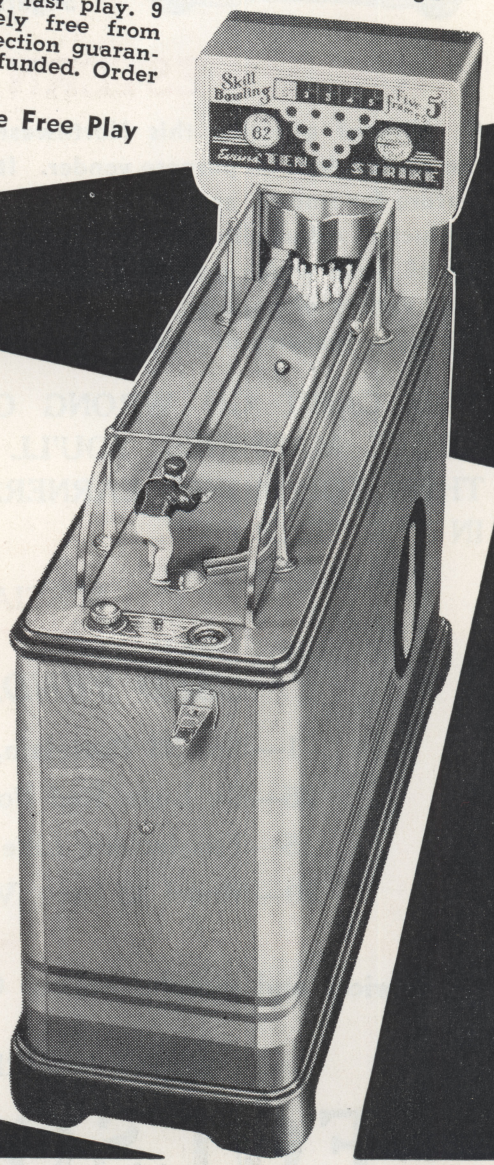
THE ONLY FULLY AUTOMATIC SKI-BALL BOWLING GAME!

A spectacular new "real play" sensation—as phenomenal as Ten Strike! The only fully automatic SKI-BALL Bowling Game! Has the proven outstanding patented features that made Ten Strike a tremendous success . . . the same magic appeal, 100% skill operation, fast 24-hour a day earning capacity!

Positively No Bugs—Guaranteed

HIT FEATURES: Fully automatic ball lift. Ball Speed under player control . . . entire range from Slow to Fast. Alley scientifically calibrated for true trajectory. Soundproof operation. Evans' Voltrol overcomes low voltage troubles. High Score removable by simple "ignition" type key. Sensationally fast play. 9 balls for 5¢. Aboslutely free from bugs. Mechanical perfection guaranteed, or your money refunded. Order at once.

Novelty or Convertible Free Play
High Score - - Weekly
High Score



EVANS' 1940 TEN STRIKE

Beats 'Em All . . . Beyond Compare!

Refined! Improved! Speeded up with unbelievable fast action and high scoring . . . absolutely straight-shooting shock-proof manikin. More skill, strikes and spares galore! In every way, Evans' new 1940 TEN STRIKE positively outclasses every game that ever tried to rival it! Patented features proven by 9 months' actual location use . . . Evans' TEN STRIKE is a profit producer that no game can equal!

Realistic patented Manikin Play . . . every bowling play possible . . . Realistic pin action . . . no confusion! Pins actually knocked over and removed from sight by patented "Automatic Pin Boy."

Fully covered by U. S. Pat. 2,181,984 and D-116,550 and other patents pending.

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.

NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL F I N D THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

LIBERAL TRADE IN ALLOWANCE

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND $1.75

USED VENDERS IN TIP-TOP CONDITION

1—No. 33 Porcelain, Excellent Condition..... $4.50 Each
25—De Luxe Red Porcelain..... 6.50 Each
5—Triselectors, Like New..... 12.50 Each
20—Model 33 Lacq. Venders (repainted)..... 3.00 Each

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